



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(BJMC VI)

BMC 4313: BUSINESS AND ECONOMIC JOURNALISM

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **Two** questions in Section B.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Explain the following terms as used by Business and Economic reporters.
 - i) Gross Domestic product **(3 marks)**
 - ii) Inflation **(3 marks)**
 - iii) Stock market **(3 marks)**
 - iv) Deflation **(3 marks)**
 - v) Venture capital **(3 marks)**
 - vi) State owned enterprise **(3 marks)**
- b) Distinguish between a state owned enterprise and public company. **(6 marks)**
- c) Explain any **SIX** important elements of business and economic news stories. **(6 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Using relevant examples discuss any **FIVE** types of leads in business and economic journalism. **(10 marks)**
- b) As a Business and Economic Journalist discuss **FIVE** challenges of reporting on companies in Kenya. **(10 marks)**

QUESTION 3

As a Business and Economic Journalist discuss using local examples the **FOUR** main functions of the stock market. **(20 marks)**

QUESTION 4

Commodity prices all over the world fluctuate based on a number of different economic related conditions. Discuss the statements above. **(20 marks)**

QUESTION 5

As a student of Business and Economic Journalism, discuss **FIVE** legal aspects in Business Journalism, using relevant local examples. **(20 marks)**