



**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 IV)

**BMC 4205: NEWS WRITING GATHERING AND REPORTING**

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*

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**SECTION A (Compulsory)**

**QUESTION 1**

***Read the attached extract and answer the following questions:***

- a) Identify at least **THREE** news values to be found in this extract and explain them. **(6 marks)**
- b) Critique this article using at least **THREE** elements of writing. **(6 marks)**
- c) You have been asked to write a feature on “life along the Thika Super highway” using this story as a base write the lead of this feature story and identify the type of lead used. **(6 marks)**
- d) Identify the primary and secondary sources you would interview for your feature on “life along the Thika Super highway”. **(6 marks)**

- e) Discuss how different this story would be if written by a TV/radio reporter. **(6 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

Choose a person you admire and write a (250 min words) profile feature story about them. **(20 marks)**

**QUESTION 3**

Write an editorial about the state of University education in Kenya. **(20 marks)**

**QUESTION 4**

a) You are assigned to write a sports story based on the University's football Top scorer. Unfortunately you get no interesting comments from him during your interview. What else could you do in preparing to write a good detailed feature story? **(10 marks)**

b) Write the story that emerges (100 word min). **(10 marks)**

**QUESTION 5**

Discuss the code of conduct of journalists in Kenya which guide their practice. **(20 marks)**