



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4313: BUSINESS AND ECONOMIC JOURNALISM

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date Select Month Pick Year

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

SECTION A (Compulsory)

Question ONE

I. Define the following terms

- | | |
|--------------------|-----------|
| a) Debentures | (2 marks) |
| b) Stocks | (2 marks) |
| c) Bonds | (2 marks) |
| d) Insider Trading | (3 marks) |

- II. Explain the **THREE** main branches of Business Journalism **(9 marks)**
- III. Explain **THREE** differences between Foreign exchange and Stock exchange markets **(6 marks)**
- IV. Mention any **THREE** types of financial markets and their roles **(6 marks)**

SECTION B (Answer any Two Questions)

Question TWO

Discuss the Five merits and Five demerits of privatization using local examples **(20 marks)**

Question THREE

- a) Highlight the importance of the Journalism Code of Ethics to a Business Reporter. **(10 marks)**
- b) Discuss FIVE major roles of the stock market **(10 marks)**

Question FOUR

Explain the role and importance of SME(s) to a countries economy **(20 marks)**

Question FIVE

Business Journalists have to interview people to gain the information they need. Discuss any Five good practices to follow during an interview **(20 marks)**