



# TECHNICAL UNIVERSITY OF MOMBASA

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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.**

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**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)**