



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 VIII, SII)

BMC 4313: BUSINESS AND ECONOMIC JOURNALISM

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Differentiate a private company from a state owned company. **(4 marks)**
- b) Define the following terms frequently used by Business and Economic Journalism
 - i) Deflation **(3 marks)**
 - ii) Globalization **(3 marks)**
 - iii) Annual report **(3 marks)**
 - iv) Electronic commerce **(3 marks)**
- c) Explain any **SIX** elements of a good business story. **(6 marks)**

d) Explain any **FOUR** sources of funds for the government. **(5 marks)**

QUESTION 2

a) Discuss **FIVE** functions of the Nairobi Stock Market. **(10 marks)**

b) Explain some of the challenges of reporting on companies in Kenya. **(10 marks)**

SECTION B (Answer any Two Questions)

QUESTION 3

Numbers and specific data are critical in business stories. As a student of journalism and mass communication. Discuss the traditional characteristics of news. **(20 marks)**

QUESTION 4

Discuss some of the factors that would drive commodity prices to fluctuate in a country. **(20 marks)**

QUESTION 5

Fatuma a Business Journalist frequently receives gifts and cash in exchange for favourable coverage. What is your opinion regarding journalists accepting gifts in exchange for favourable average. **(20 marks)**