



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***  
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION  
(CMAC I)

**BMC 1103: NEWS 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 Three printed pages.*

## SECTION A (Compulsory)

### QUESTION 1

- a) Outline **FIVE** skills that are essential for a News Reporter. **(5 marks)**
- b) State **SIX** characteristics of news. **(6 marks)**
- c) Explain the importance of an inverted pyramid writing approach in journalism. **(6 marks)**
- d) Reporters are required to write in simple and straight forward manner. Give **SIX** tips to a beginning writers on how he/she can achieve tight writing. **(6 marks)**
- e) Pick the correct spelling of the following word:  
Accommodation, accommodation  
Accommodation, accommodation **(1 mark)**

## SECTION B (Answer any TWO questions)

### QUESTION 2

Create a news story from the following facts:

Subject : Accident  
Date : Today 9.am  
Place : Makupa Cause Way

- Road accident
- Matatu collision with a truck
- The Nissan matatu destiny extensively.
- Mombasa traffic commander confirmed that one passenger died.
- The traffic commander Salim Msafiri: says seven other passengers injured seriously.
- Injured ones admitted at Coast General Hospital.
- Matatu driver was trying to overtake the truck through a narrow space whereby was hit on the side and overturned.
- Truck driver was not injured.

### QUESTION 3

- a) Explain clearly how journalists use the inverted pyramid tool in news writing use an illustration to make your answer clear. **(10 marks)**
- b) Discuss any **FIVE** important ethical principle of a news reporter. **(10 marks)**

#### QUESTION 4

- a) i) Suppose you are working as a journalist in Mombasa for a local newspaper. Your newsroom has received information about a conflict between two neighbouring communities in Tana River, where several people are said to have been injured even the last one week. Highlight **TEN** question you will be seeking answers for in your assignment to cover the matter. **(10 marks)**
- ii) Mention **SIX** specific source from whom you would seek the information on the conflict. **(5 marks)**
- b) What tools or equipment would ensue you carry with you to Tana River. **(5 marks)**

#### QUESTION 5

- a) Explain how a News Reporter play the following roles:
- i) People watchdog. **(6 marks)**
- ii) Democratization. **(6 marks)**
- b) Discuss any **FOUR** factors or forces that are likely to influence the independence of a News reporter. **(10 marks)**