



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) Capital Flight

(3 marks)

b) Bulls

(3 marks)

c) Bears

(3 marks)

- II. Explain **FOUR** advantages of Business and Economic News **(8 marks)**
- III. Numbers and specific data are critical in Business stories. Highlight any **SIX** fundamental questions a journalist strives to get answered **(6 marks)**
- IV. Explain **SIX** roles of Newswire agencies in the transmission of Business News stories **(6 marks)**

SECTION B (Answer any Two Questions)

Question TWO

You have been presented with a company's annual accounts. As a Business and Economic journalist. Discuss some of the areas you will interrogate. **(20 marks)**

Question THREE

As a Business and Economic journalist, explain the advantages and disadvantages of privatization **(20 marks)**

Question FOUR

Explain using examples **SIX** factors behind the rise and fall of commodity prices **(20 marks)**

Question FIVE

- a) Discuss any **FIVE** functions of the Nairobi Securities Exchange **(10 marks)**
- b) Explain **FIVE** reasons why business journalism is relevant to society **(10 marks)**