



# 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 2017**

**TIME: 2 HOURS**

**DATE: Pick Date Sep 2017**

## 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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## **Question ONE**

- Explain the three main branches of journalism. (6 marks)
- The yield of a Bond is determined by a number of factors. State any **THREE**. (6 marks)
- Highlight **TWO** roles of the press in the privatization process. (6 marks)
- Explain the **TWO** major types of stocks. (6 marks)
- Distinguish between Macroeconomics and Microeconomics. (6 marks)

## **Question TWO**

Economists use a range of information to gauge the economic health of a country. Discuss any **FIVE** measures of a country's economic health. (20 marks)

## **Question THREE**

Discuss the disadvantages of globalization to a country economy. (20 marks)

**Question FOUR**

The growth and development of SME in any country depends on a number of factors. Discuss any FIVE. (20 marks)

**Question FIVE**

Explain FIVE reasons why studying Business and economic journalism is relevant. (20 marks)