



**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

**BMC 4313: BUSINESS AND ECONOMIC JOURNALISM**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2014

**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***

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Describe **FIVE** sectors from which a journalist can get business and economic news. **(10 marks)**
- b) i) Define privatization. **(2 marks)**  
ii) Briefly explain **FOUR** ways in which the government may carry out the privatisation of a public company. **(8 marks)**
- c) You are a journalist seeking to publish in a magazine. What **FIVE** aspects of the magazine do you need to know before sending your article for publication? **(10 marks)**

**SECTION B (Answer any Two Questions)**

## **QUESTION 2**

The government intends to privatize the generation of electricity through a concession to AMCO for 25 years. Discuss what this concession would mean to a journalist in Kenya. **(20 marks)**

## **QUESTION 3**

A journalist has a number of sources from which they can get information from. Identify and discuss **FIVE** such sources. **(20 marks)**

## **QUESTION 4**

A business story is different from any other story. Discuss your opinion of this statement and show the difference between business story and any other news story. **(20 marks)**

## **QUESTION 5**

Your employer, a popular TV station, has sent you to cover the presentation of the Mombasa County budget estimates for 2014/2015 financial year. Outline the items your article needs to capture. **(20 marks)**