



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

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 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***

SECTION A (Compulsory)

QUESTION 1

- a) i) Define news. **(2 marks)**
ii) Outline **EIGHT** characteristics of news. **(8 marks)**

- b) Identify and describe **FIVE** sources of a journalist's information in the business and economic sector. **(10 marks)**

- c) i) Outline **FOUR** ways in which a journalist can make sense of the Consumer Price Index (CPI) to the benefit of his/her audience. **(4 marks)**

- ii) Central Bank of Kenya releases monthly reports that show the economic and business situation in Kenya. Outline **SIX** areas that the CBK report may make mention of. **(6 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

You have been transferred from the political segment to the Business and Economic Sector of Nation Media Group. Discuss **FIVE** sectors that will become your primary concern in the search for news.

(20 marks)

QUESTION 3

Four options are open to a government when considering the privatization of a public company. Discuss the **FOUR** options.

(20 marks)

QUESTION 4

John, an editor with 'Prime Magazine' – seeks your article on the stockmarket for publication. You need to know more about Prime Magazine. What **FIVE** things would you want to know about the magazine.

(20 marks)

QUESTION 5

ABC Company has been cast in bad light over misappropriation of funds. You have received a copy of the auditor's report which cites the lack of a clear accounting system which makes the organization prone to posting errors without detection. The auditors also recommend the installation of an accounting software. You are tasked to write a story on ABC

Required:

- a) Suggest an appropriate title for your story. **(2 marks)**
- b) Identify **FOUR** sources you could use to verify your story. **(4 marks)**
- c) Write the first **TWO** paragraphs of your story. **(14 marks)**