



# 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 4205: NEWS GATHERING AND REPORTING**

**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***
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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Explain **FIVE** qualities of an effective intro. **(10 marks)**
  
- b) Explain the following types of leads:
  - i) Summary lead
  - ii) Figurative lead
  - iii) Descriptive
  - iv) Bullet**(20 marks)**
  
- c) Discuss the importance of providing context to a story. **(4 marks)**

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

**QUESTION 2**

“Scholars have debated and proposed four models of newsmaking process. The process that leads to more substantive subject matter of a news article’. Discuss. **(20 marks)**

**QUESTION 3**

- a) Define gatekeepers. **(1 mark)**
- b) Name **THREE** key gate keepers in the media industry while indicating their role. **(9 marks)**
- c) Describe Malcom Warners description for a single network. **(10 marks)**

**QUESTION 4**

Discuss General factors in news selection. **(20 marks)**

**QUESTION 5**

You have been invited to an international conference for Young Journalist. The organizers have asked you to prepare a speech on “criteria for choosing specific news stories”. Highlight the framework for your address. **(20 marks)**