



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION
(MASS I)

BMC 1103: NEWS REPORTING

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

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) Explain **FIVE** areas a news reporter can specialize in. **(20 marks)**
- b) Give **FIVE** sources of news a reporter can rely on. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Describe how the inverted pyramid is useful to a news reporter. **(20 marks)**

QUESTION 3

‘A Ferry carrying about 500 people from Dar es salaam to Zanzibar sinks and the fate of the passengers is unknown save for only two survivors. Report this to a T.V station or daily newspaper. **(20 marks)**

QUESTION 4

Explain **FIVE** ethical principles a reporter has to abide by while in the field. **(20 marks)**

QUESTION 5

- a) Differentiate between circulation and readership as used in print media. **(4 marks)**
- b) Explain the components of a newspaper story that distinguish it from broadcast piece. **(16 marks)**