



# 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 4215: NEWS WRITING GATHERING & REPORTING**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 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***
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### SECTION A (Compulsory)

#### QUESTION 1

- a) State factors that determine news. **(5marks)**
  - b) Explain the Importance of the inverted pyramid. **(5marks)**
  - c) State the limitations of the inverted pyramid. **(5marks)**
  - d) Define attribution. **(2marks)**
    - State THREE cases where attribution is not necessary. **(3marks)**
    - Explain the relevance of quotations in news presentation. **(5marks)**
  - e) Highlight any FIVE qualities of a good lead.
- 1.b Suppose in the course of your work as a journalist in Bonomo country you are a Tipped that the governor of the country received campaign contributions under Table from an engineering from that got a big city centre.  
Explain Five sources that you may contact in the process of investigating the case **(10marks)**

#### QUESTION 2

A local daily Newspaper has written a story that may affect the operations of an organization in which you are a member negatively. Write an article of about 600 words correcting the impression created. **(10marks)**

### **QUESTION 3**

Discuss the guidelines involved in writing news for the web. **(10marks)**

### **QUESTION 4**

Relevance usefulness and interest are broad guidelines for judging the news value of any event issue or personality within the confines of these broad standards explain specific elements that journalists look for in each potential story. **(10marks)**

### **QUESTION 5**

- a) State six general qualifications of a good review. **(6marks)**
- b) State and explain four types of reviews. **(4marks)**