



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 2)

BMC 2109 : NEWS WRITING II

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **Four** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) State and explain any FIVE major elements that you would use to evaluate a newsworthy story. According to witnesses pattern was struck by a motorcycle that was going west on 5th street. (4marks)
- b) Williams was arrested Friday night after he allegedly was trying to escape from police who were chasing him. (4marks)
- c) Officers were quoted as saying Cruz was in the bank when the robbery happened but they didn't think he did it. (4marks)
- d) Bryant's son Danny did not enjoy the show and when asked said his favorite character was the tiger. (4marks)
- e) Though she was not expected to be finishing in the top 10, Shelly ended up finishing in second place among the women who were in the race. (4marks)

QUESTION 2

.Case regarding kidnapping and financial extortions are rampant. Highlight the sources you would contrast while explaining the nature of information you would seek from each source.

- b) Rewrite the following sentences making them tighter more precise and use active voice.

QUESTION 3

Identify and explain any five types of intros. (20 marks)

QUESTION 4

Discuss possible indicators of news slants by a media house. (20 marks)

QUESTION 5

Discuss the difference between sports and hard news reporting techniques. (20 marks)