



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

(A Centre of Excellence)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

(BJMC 2)

BMC 4117: ECONOMICS

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2012

TIME ALLOWED: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

This paper consists of **FIVE** questions in two sections **A & B**

Answer **THREE** questions.

Question **ONE (COMPULSORY)** in section **A** and any other **TWO** from section **B**

This paper consists of **TWO** printed pages

SECTION A (COMPULSORY)

Question One

a) “Economics is a study of human behavior as a relationship between ends and scarce means which have alternative uses”. Discuss. **(20 marks)**

b) Citing examples, explain the importance of economic planning. **(10 marks)**

SECTION B (Attempt any TWO questions)

Question Two

Discuss the features of monopolistic competition and also explain how this form of market competition is relevant in the Kenyan Media industry. **(20 marks)**

Question Three

Write short notes on:

- a) External economies and diseconomies. **(10 marks)**
- b) Internal economies and diseconomies. **(10 marks)**

Question Four

Local manufacturers from different sectors have lobbied for the protection of locally manufactured goods. Discuss the merits of such a move.

Question Five

Critically examine Keynes Liquidity Theory of Interest. **(20 marks)**

Question Six

Examine the economic legacy of Kibaki Administration. **(20 marks)**

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