



# **KISII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE AWARD OF THE  
DEGREE OF MASTER OF COMMUNICATION STUDIES  
SECOND SEMESTER, 2022/2023  
(FEBRUARY, 2023)**

**MCOMS 813: BUSINESS AND ECONOMIC JOURNALISM**

**STREAM: Y1 S2**

**TIME: 3 HOURS**

**DAY: TUESDAY, 9:00 – 12:00 P.M.**

**DATE: 21/02/2023**

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### **INSTRUCTIONS**

- 1. Do not write anything on this question paper.***
- 2. Answer question ONE and any other THREE questions.***

### **QUESTION ONE (15 MARKS)**

Discuss the prime sources of news in Business and Economic reporting.

### **QUESTION TWO (15 MARKS)**

Explain the following terms:

- |                                 |           |
|---------------------------------|-----------|
| (i) Economic Systems            | (3 marks) |
| (ii) Debentures                 | (2 marks) |
| (iii) Capital Markets Authority | (3 marks) |
| (iv) The IMF                    | (3 marks) |
| (v) Bottom Up Economic Model    | (4 marks) |

### **QUESTION THREE (15 MARKS)**

Discuss the fundamentals of economics that media persons must bear in mind while on the business beat.

### **QUESTION FOUR (15 MARKS)**

Mergers and acquisitions is a concept that bails out sick firms during economic downswing. Using two relevant local examples, explain the strategies in covering business news stories on such economic decisions.

**QUESTION FIVE (15 MARKS)**

Investing in real estate is key to growth and development in counties. Discuss the tips in reporting and selecting stories for publication in a Real Estate magazine.

**QUESTION SIX (15 MARKS)**

Prepare a business editorial in not more than 600 words on inflationary tendencies in Kenya's fragile economy.