

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF**

**MJAC 815: BUSINESS AND ECONOMIC JOURNALISM**

**STREAMS: PART TIME**

**TIME: 3 HOURS**

**DAY/DATE: WEDNESDAY 07/04/2021**

**2.30 P.M. – 5.30 P.M.**

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**INSTRUCTIONS:**

- **Answer any three questions.**

**QUESTION 1**

- (a) Describe three important areas you need to be knowledgeable on to report effectively about the Stock Exchange. (12 marks)
- (b) Outline two moral dilemmas business and economic journalists may often find themselves in. (4 marks)
- (c) Based on the moral dilemmas you have outlined in (b) above, explain two ethical principles that business and economic journalists need to adhere to when reporting on finance and banking. (4 marks)

**QUESTION 2**

- (a) Describe five crucial features you will focus on when reporting about Annual General Meetings. (15 marks)
- (b) List five key reports that are discussed during Annual Meetings. (5 marks)

**QUESTION 3**

Discuss five challenges that business and economic reporters frequently face in the process of carrying out their work. (20 marks)

**QUESTION 4**

Gathering, analyzing and unpacking news on a national budget is never easy. Explain five strategies you can use to do this effectively and comprehensively. (20 marks)

**QUESTION 5**

Using relevant illustrations, explain four strategies you can use to investigate financial fraud. (20 marks)

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