

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**

**ADVANCED JOURNALISM: (IJM 4204)**

**MAY 2006 EXAMINATION**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Section A is **compulsory**.
2. Answer **any three** questions from section B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

**SECTION A: COMPULSORY**

**Question 1**

- a) Define the following terms:
- |                         |            |
|-------------------------|------------|
| i) economic growth      | [ 4 marks] |
| ii) equity earnings     | [ 4 marks] |
| iii) gearing            | [ 4 marks] |
| iv) cost-push inflation | [ 4 marks] |
| v) subsidiary           | [ 4 marks] |
- b) The Agriculture Ministry estimates farmers nationwide will export more than 35 million trees this season, up from the previous high of 34,3 million trees sold in 2004. The volume has increased by as much as 2.5 percent annually for the past 15 years, at least twice the growth rate of the Zimbabwean population. Farmers are receiving \$7 to \$11 from wholesale buyers for each top-grade tree, 6 to 7 feet tall, compared with \$8 to \$11 last year, Made reported. The price varies by quantity and quality, he explained, and some smaller growers lacking a strong relationship with a buyer are getting \$1 less this season.

Rewrite this story in a manner that the reader will understand, giving explanations to the figures. [20 marks]

**TOTAL: [40 marks]**

**SECTION B: ANSWER ANY THREE QUESTIONS**

**Question 2**

- a) What are some of the policies which are likely to be recommended in an economy with an annual inflation of 613 percent and an unemployment rate of 80 percent? [10 marks]
- b) Critique the Zimbabwean media's coverage of the government's response to the country's inflationary economic environment. [10 marks]

**TOTAL: [20 marks]**

**Question 3**

How do governments control economic growth? Illustrate with examples. [20 marks]

**Question 4**

Using specific examples critically evaluate the standard of business and financial reporting in the Zimbabwean media. 20 marks]

**Question 5**

- a) State and describe functions of the money market? [10 marks]
- b) In your opinion does the Zimbabwean media provide adequate information to citizens on this market. [10 marks]

**Question 6**

Describe the structure and functions of the Zimbabwe Stock Exchange and how it aides the development of the economy. 20 marks]