

# **NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**

**ADVANCED JOURNALISM: (IJM 4204)**

**JULY 2006 SUPPLEMENTARY 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 and how they relate to the wider economy
- |                             |            |
|-----------------------------|------------|
| i) Budget deficit           | [ 4 marks] |
| ii) Gross National Output   | [ 4 marks] |
| iii) Open Market operations | [ 4 marks] |
| iv) Monetary policy         | [ 4 marks] |
| v) Demand-pull inflation    | [ 4 marks] |
- b) John Smith, the 40-year old accountant who took charge at General Motors earlier this year, has not let the grass grow under his feet. Following the purchase of Tyre Treads in June, he plans further important acquisition in the motor industry to consolidate the company's lead in this fast growing business.  
The shares are acquiring a strong institutional following at 3 000c up from 1 500c earlier this year – looks one of the best bets in the motor trade industry.

Identify and explain four elements that this writer is telling us about this company.

[20 marks]

**TOTAL: [40 marks]**

## **SECTION B: ANSWER ANY THREE QUESTIONS**

### **Question 2**

Government frequently attempts to steer the economy by using fiscal and monetary policy. Is this an appropriate role for government? Is it effective? Give examples with reference to Zimbabwe. [20 marks]

### **Question 3**

Explain why an increase in your income might not make you better off. What effect does inflation have on the economy? [20 marks]

**Question 4**

Outline the activities of the Trade and Competition Commission. Why does government regulate the operations of companies? [20 marks]

**Question 5**

What is a market? Describe the differences between primary and secondary markets. [20 marks]

**Question 6**

What causes share movement on the stock exchange? [20 marks]