



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**

**BACHELOR OF ARTS IN COMMUNICATION**

**END OF SEMESTER EXAM**

**BAC 2201: INTERVIEWING AND REPORTING**

**Date: 22<sup>nd</sup> March 2022**

**Time: 15:30 – 17:30**

---

**Instructions**

Answer ALL questions in Section A and any TWO questions in Section B.

**SECTION A (30 MARKS)**

This section is compulsory. Answer ALL questions.

**QUESTION 1**

Below is an interview with Mr Jibran Qureishi, the Regional East Africa Economist at Stanbic Bank, that was published in the *Daily Nation*.

**INTERVIEW**

**Why did you choose a career as an economist?**

*In school, my father wanted me to study accounting. I however excelled in economics and just found the subject relevant to life. I spoke to career counsellors who gave me a clearer vision into what a career in economics looks like. I also went to university at a time when there was a global financial meltdown so everything I studied in university was quite relatable.*

*I was at the University of Kent for both my undergraduate and graduate courses, where I studied economics and econometrics in undergrad and economics and finance at graduate level. At the time though, I never really saw myself as an economist working for a bank but here I am.*

*My work gives me a lot of satisfaction as I get to debunk myths about African economies and contribute to their development.*

*There is typically a lot of noise about economies in the region and we tend to help investors read in-between the lines and avoid viewing the continent as a homogenous block in order to identify opportunities.*

***Which other profession would you be into if you were not an economist? Why?***

*This is a hard one. I am a movie buff; I enjoy analysing films (definitely NOT sci-fi or rom-coms!) the same way I analyse economies so I would probably be a scriptwriter or a producer/director, probably the documentary type. Who knows, I still may produce something on the African economy in the near future.*

***We keep reading about the heavy debt Kenya is in. What is the effect of this to our economy?***

*When we get ourselves into debt for borrowing for something like infrastructure, the argument normally is that the debt can be repaid by the returns from the said infrastructure.*

*The challenge here would be ensuring that the infrastructure will boost export earnings, increase employment and improve productivity. If this is not happening, then we need to question the infrastructure that we are spending on and re-assess whether it would be justified to accumulate external debt for it.*

*I would go with reducing our expenditure by taming our spending appetite. Authorities also need to reassess projects and ensure that public investment has a positive spin on exports and jobs. It's all about setting priorities right or else, hard-working tax payers will feel the pain.*

***What was the most difficult undergraduate study unit for you?***

*A unit called financial econometrics. It reappeared in my masters as advanced financial econometrics. I got panic attacks, got sick and sometimes even threw up on the road — this happened once.*

*I wondered why I was studying so many statistics modules and I was a bit skeptical about the relevance of all that in my career. But this turned out to be very useful in my career!*

***What is the most difficult feedback you have received in your macroeconomics research?***

*It came from my boss, when I was about eight months old at my job. I presented a research report and after going through it, his response was: "English may not be your first language but you have to improve on your writing." I was a junior economist at the time. That was the most helpful feedback I ever received because I was challenged to deliberately work and improve on my writing and public speaking skills.*

*Later when I was promoted to become the regional economist at the age of 26, some colleagues hesitated to take me to clients because of my youthful looks, which is why I probably have a beard now.*

*I think this is an attitude that needs to change in the region, especially if we are to harness the potential of youth. Also, the culture and values at Stanbic Bank is one of meritocracy which made it easier for me.*

**What advice would you give an economics intern?**

*Be passionate and enjoy what you do. Do not have a half-hearted approach to your goals because if you lack conviction you will never give your dream enough. Your intention to be good at what you do has to be clear and firm from the beginning.*

*Always take your time to be a good listener and remember people with 20 years' experience do not always know all the things that we think they do. Always take notes and most importantly remember that hard work and a bit of luck always beats skill.*

*At Stanbic bank, we offer internships in all departments so keep checking on our website, on the careers page, for when these positions are announced.*

*We also have a one and a half year graduate programme. We have also partnered with Strathmore Business School to provide a scholarship programme for undergraduates taking finance-related courses.*

**What do you think is the greatest misconception about a career in economics?**

*Economists are wrongly viewed as fortune tellers or crystal ball readers. A lot of people think that with a degree in economics, you can only work for government or become an academic. The reality is that there are utilities for economists in many areas and banking, where I am now, is just one of these areas.*

*There was also the feeling that economists complicate simple things and it was better to work without them; or hide them in a dark room. In the past, many economists in Africa were foreigners.*

*But now more and more institutions are beginning to see the relevance of homegrown economists and I can say Stanbic led the way here back in 2008 by having a resident economist as opposed to having an outsider tell the story of the Kenyan economy from an ivory tower back in the US or UK after a once in a year visit.*

**Questions**

(a) Using information from this interview, write a 200-word story that appeals to a national audience. (15 marks)

(b) Use the same information to write an intro of not more than 30 words that appeals to students at Strathmore University. (5 marks)

(c) Investigative stories often uncover scandals that affect society in a significant way. From the FIVE critical questions that investigators must answer, cite TWO recent stories from the Kenyan press that have not adequately provided readers with these answers. (2 marks)

(d) Distinguish between the terms slander and libel. (2 marks)

(e) Discuss the rules of presentation that should be followed when writing a news article. (2 marks)

(f) Define the defamation defence “fair comment.” (2 marks)

(g) Regulations require news reporters to be well versed with the Media Council of Kenya Code of Conduct. Describe ONE clause of this Code. (2 marks)

## **SECTION B**

Answer any **TWO** questions

### **QUESTION 2**

(a) You are a newspaper editor sending a trainee journalist to report on a local council meeting. What advice would you give to the journalist on writing up a newspaper report of the meeting that revolves around FIVE news values? (10 marks)

(b) A newspaper’s women’s page editor has telephoned asking if you could provide a feature and pictures of the female star of a new film to be shown in your area. The star is currently in the United States but you agree to provide the feature. What FIVE steps would you take to get the information? (5 marks)

### **QUESTION 3**

(a) What FOUR factors should a journalist bear in mind when using quotations? (12 marks)

(b) From the Interview in Question 1, present the response to the third question asked using TWO different types of quotation techniques. (3 marks)

### **QUESTION 4**

Most journalism textbooks will emphasise on the importance of a Style Book to newspaper publishers and its journalists and writers.

(a) Define House Style and give ONE reason why it so important. (3 marks)

(b) Describe SIX main elements that should be contained in a Style Book. (12 marks)