

Uganda Martyrs University; Institute of Languages and Communication Studies

Dept: Journalism and Communication studies

BA in Journalism and Mass Communication

BJMC 3201: Political economy, End of semester two, year three Examinations

Date: July, 2022

Time: 3hours

Instructions

Read the questions carefully before you attempt to answer any question.

Read through your answers to correct any possible grammatical or structural errors you may have made because these will affect your grade.

Write a new question on a fresh page.

Poor handwriting may lead to loss of marks.

Answer three questions in all: Section A is compulsory

SECTION A:(40 Marks; it's compulsory)

1(a) Define the term political economy and explain the factors that influence political economy (10 marks).

(b) Explain the various roles journalists play towards promoting economic system of a country (15 marks).

(c) With examples, discuss the relevance of studying political economy to a journalist (15 marks).

Section B

(Attempt two questions from this section)

2(a) Define media economics (5 marks)

(b) With examples, explain the sources of income for media enterprises (26 marks).

3 (a) Explain the difference between import substitution industrial strategy and export substitution industrial strategy (8 marks)

(b) Giving relevant examples, discuss the impact of colonial industrial policy on Uganda's economic system (22 marks).

4(a) Every society goes through stages of development. Discuss the relevance of Rostow's theory of development to the above statement (15 marks).

(b) With examples, explain the Rostow's theory of development (15 marks).

5(a) Explain any two of the theories below

- (i) Game theory (15 marks)
- (ii) Modernization theory (15 marks)
- (iii) Liberalism (15 Marks)
- (iv) Marxism (15 marks)