



OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

**FOR THE DEGREE OF BACHELOR OF SCIENCE
IN COMMUNICATION & PUBLIC RELATION**

COURSE CODE: CMM 124
COURSE TITLE: ESSAY WRITING

DATE: 24TH APRIL, 2019

TIME: 9.00 AM – 12.00 PM

INSTRUCTION TO CANDIDATES

- SEE INSIDE



THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

CMM 124: ESSAY WRITING**STREAM: BSc (CPR)****DURATION: 3 Hours****INSTRUCTIONS TO CANDIDATES**

- i. Answer Question **ONE** and any other **TWO** questions.
- ii. Do not write on the question paper.

Question One

When a writer engages in writing, they are at liberty to select any type of writing depending on the purpose and the nature of ideas to be discussed.

- a) Explain on the nature of content and writing style used in each of the following **four (4)** types of writing:
 - i. Narrative
 - ii. Descriptive
 - iii. Expository
 - iv. Persuasive

(12 Marks)
- b) Identify and define the **three (3)** types of paragraphs (9 Marks)
- c) Using your knowledge in newspaper article writing, write a one-page expository essay on "The Corruption Disease in Kenya" (9 Marks)

Question Two

The process of writing entails defined stages and each must be developed based on specified components.

- a) Define writing as a process (2 Marks)
- b) Name the **two (2)** main ways a writer can organize ideas for an essay (2 Marks)
- c) Define an outline (2 Marks)
- d) Identify and explain **four (4)** factors to consider when preparing an outline (8 Marks)
- e) Imagine that Alupe University College has just held its first annual sports event. Prepare the outline for the report writing you intend to write. (6 Marks)

Question Three

When producing a piece of writing for an audience, good and experienced writers use systems they have developed that guide one through the process of writing. Based on this, provide detailed descriptions of the following stages of writing

- a) Prewriting (4 Marks)



- b) Drafting (4 Marks)
- c) Revising (4 Marks)
- d) Editing (4 Marks)
- e) Presenting (4 Marks)

Question Four

The writing style is usually varied by a writer to suit whatever purpose one has in mind. The choice of words and sentence structures are important elements of ones writing style. Based on this:

- a) Distinguish between formal and informal language use in writing (4 Marks)
- b) Describe how the following **three (3)** aspects can be used to determine the writing style in an essay
 - i. Choice between specific and general word at meaning level
 - ii. Choice between synonyms
 - iii. Length of sentences (6 Marks)
- c) Imagine that you are the public relations officer of the Alupe University College, write a formal letter to thank the Local Radio station “Mulembe FM” requesting them to allocate air time to the institution to publicize its existence and the nature of academic activities it undertakes. (10 Marks)

Question Five

In order to write clearly, it is essential that a writer understands the basic system of a language. In this regard:

- a) Explain why the use of good language is central to good writing (2 Marks)
- b) Using appropriate examples, explain the following **six (6)** aspects of grammar and mechanics in writing
 - i. Parts of speech
 - ii. Punctuation and Capitalization
 - iii. Sentence structures
 - iv. Vocabulary
 - v. Spelling
 - vi. Articles and determinants (18 Marks)

