



**ALUPE UNIVERSITY
COLLEGE**

... Bastion of Knowledge...

P. O. Box 845-50400 Busia(K)
principal@auc.ac.ke
Tel: +254 741 217 185
+254 736 044 469
off Busia-Malaba road

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 O BUSINESS

MANAGEMENT/BA.ECONOMICS/EDUCATION BUSINESS

COURSE CODE:CMM 122

COURSE TITLE: ENGLISH FOR MEDIA PROFESSIONALS

DATE:26/04/2019

TIME: 2.00PM-5.00.00PM

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER



REGULAR/ MAIN
COURSE CODE: CMM 122 COURSE TITLE: ENGLISH FOR MEDIA
PROFESSIONALS

STREAM: BSC COMMUNICATION & PR

DURATION:3HOURS

INSTRUCTIONS TO CANDIDATES

- i. Answer three questions. Question one is compulsory*
- ii. Do not write on the question paper*

QUESTION ONE

- a) Explain the difference between the following words (10Marks)
 - i. Alternatives and choices
 - ii. Anticipate and expect
 - iii. Less and fewer
 - iv. Invaluable and valueless
 - v. Urban and urbane

- b) In not more than **250 words**, write a review of a play, musical or concert you have attended. (16 Marks)

- c) Explain with examples, **two** reasons for using each of the following (4 Marks)
 - a) A semi-colon
 - b) A slash

QUESTION TWO

- a) The following sentences contain wasteful words. Give a simpler alternative to **each** of them.
 - i. The man went to the Accident and Emergency department with a cut on his finger. (2 Marks)
 - ii. The scientist told his theory to a woman by the name of Amanda Jones. (2 Marks)
 - iii. The crash caused injuries to the motorcyclist. (2 Marks)
- b) Explain the difference between a metaphor and a simile and give **two** examples of

each. (8 Marks)

c) Define 'slang' and give **two** examples. (6 Marks)

QUESTION THREE

a) Describe **five** ways a journalist can use to organize his/her ideas. (10 Marks)

b) With examples, show the importance of punctuation to writing. (10 Marks)

QUESTION FOUR

a) Giving an appropriate example, explain how compound sentences are constructed. (4 marks)

b) Identify **two** reasons why paragraphs in the newspapers are generally shorter than paragraphs in books. (2 Marks)

c) The following are examples of passive sentences. Rewrite them as active sentences (8 Marks)

- i. The flat tyre was mended by the mechanic.
- ii. The tablets were swallowed by the patient.
- iii. The marathon was completed in record time by Mo.
- iv. The entire road was tarmacked by the workmen.

d) Describe the role of a text editor. (6 Marks)

QUESTION FIVE

a) Explain **two** reasons why you would start a new paragraph in a news report. (2 Marks)

b) Identify **one** branch of journalism where long paragraphs might be appropriate. (2 Marks)

c) State **one** thing a good introduction should NOT include. (2 Marks)

d) Identify **one** criticism of short paragraphs. (2 Marks)

e) State and describe **three** key elements of a good introduction. (12 Marks)

