



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

MAIN EXAMINATION

FOR THE DEGREE OF

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 311

COURSE TITLE: WRITING FOR KISWAHILI AUDIENCE

DATE: 15TH JULY, 2021

TIME: 9.00 - 11.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating.

SWALI LA KWANZA - LAZIMA (ALAMA 30)

- a) Eleza maana ya lugha. (alama 2)
- b) Dadavua sifa zozote nne za lugha. (alama 8)
- c) Mambo gani utakayoyazingatia wakati wa kuandikia hadhira ya Kiswahili. (alama 20)

SWALI LA PILI (ALAMA 20)

Huku ukitoa mifano, onyesha umuhimu wa alama za uakifishaji katika maandishi ya Kiswahili.

SWALI LA TATU (ALAMA 20)

Fafanua mambo ya kuzingatia katika kuchagua lugha ya taifa.

SWALI LA NNE (ALAMA 20)

Uchapishaji wa makala ya Kiswahili huzingatia hatua fulani zinazofaa kutiwa maanani. Zitaje hatua hizo kwa kuzitolea maelezo madhubuti.

SWALI LA TANO (ALAMA 20)

Umetumwa kama mwandishi wa habari wa Kituo cha Utangazaji cha ABN kumhoji mkuu wa Chuo cha Kibabii kuhusu changamoto za janga la korona chuoni. Andika mahojiano hayo.