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(Knowledge for Development)

**KIBABII UNIVERSITY
UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

SPECIAL EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS
COMMUNICATION**

COURSE CODE: JMC 114

**COURSE TITLE: RECEPTIVE AND PRODUCTION SKILLS IN
COMMUNICATION**

DATE: FRIDAY 22ND JULY 2022

TIME: 11.00AM – 1.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

TIME: 2 Hours

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

KIBU observes **ZERO** tolerance to examination cheating

SECTION A: COMPULSORY (30 MARKS)

During your first semester at Kibabii university, you noticed that there are students who failed in their sit-in C.A.Ts and even end of semester examinations despite having read hard.

Examine;

- a) Five possible causes of their failure in the sit-in CATs(5 marks)
- b) Five strategies that they should have put in place to pass their end of semester examinations (10 marks)
- c) Five effective reading tips that a serious student should strictly follow so as not to fail in any examination (10 marks)
- d) Five possible challenges that may contribute to a student failing in his/her examinations (5 marks)

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

QUESTION TWO (20 marks)

- a) You have been asked by your JMC 114 Lecturer to address First Year Journalism Students who have just been admitted to Kibabii University on the topic:

THE BENEFITS OF TAKING A BACHELOR OF JOURNALISM COURSE.

Write a 300-word Speech that you will deliver (10 marks)

- b) Discuss five sources of knowledge for journalism students other than books(10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss five ways in which you can write effective notes when a lecturer is teaching in class (05 marks)
- b) Five don'ts that you must avoid while reading newspapers (05 marks)
- c) Explore five steps of doing or carrying out research in the field (05 marks)

QUESTION FOUR (20 MARKS)

Basing your arguments on practical examples, explore five modern trends in the book industry that make it ideal and enjoyable for early childhood learners especially in the developed countries.