



(Knowledge for Development)

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR  
FOURTH YEAR SECOND SEMESTER**

**SPECIAL/SUPPLEMENTARY EXAMINATION**

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

**COURSE CODE: JMA 421**

**COURSE TITLE: WRITING FOR STRATEGIC COMMUNICATION**

**DATE: 24<sup>TH</sup> NOVEMBER, 2022**

**TIME: 2.00 - 4.00PM**

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### **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.

**QUESTION ONE - COMPULSORY (30 MARKS)**

- a) Differentiate a fact sheet from a Q&A sheet. (4 marks)
- b) Explain five types of writing. (10 marks)
- c) Give six qualities of a good writer. (6 marks)
- d) Describe five techniques for improving your writing. (10 marks)

**QUESTION TWO (20 MARKS)**

- a) Explain four reasons why journalists prefer using the Associated Press (AP) style. (8 marks)
- b) Describe six common AP Style guidelines. (12 marks)

**QUESTION THREE (20 MARKS)**

- a) Distinguish between a newsletter from a magazine. (4 marks)
- b) Explain the six basic requirements when preparing a captivating newsletter. (12 marks)
- c) State four factors to consider when designing a newsletter. (4 marks)

**QUESTION FOUR (20 MARKS)**

- a) Mention two types of brochures. (2 marks)
- b) Explain four advantages of using brochures in communication. (8 marks)
- c) Describe five factors to consider when designing a brochure. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) In email writing, when do we use Bcc and CC? (4 marks)
- b) Describe three circumstances that would prompt the use of email communication against the traditional letters. (6 marks)
- c) Explain five factors you would consider when drafting a poster to advertise a one-day children's event in your neighborhood. (10 marks)