

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**THIRD YEAR** /**FIRST SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC RELATIONS/JOURNALISM**

**COURSE CODE: CMM 306**

**COURSE TITLE: MODES OF COMMUNICATION II**

**DATE: 30TH JANUARY 2016 TIME: 0830 – 1030HRS**

**INSTRUCTIONS TO CANDIDATES**

Answer questions **ONE** and any other **TWO.**

***This paper consists of 2 printed pages. Please turn over.***

1. (a) Explain any **FIVE** basic principles of speech writing **(15mks)**

(b) Write for or against the topic: ‘Ranking of schools should be

abolished.’ **(15mks)**

1. Discuss the elements of a seminar paper citing appropriate examples

**(20mks)**

1. (a) Your friend has opened a cyber café in the neighbourhood. You want to assist him/her advertise the services offered at the café. Design a brochure informing the public about the business.

**(10mks)**

(b) Describe any **THREE** methods of writing an expository essay

**(10mks)**

1. (a) Explain any **FIVE** pre writing techniques that one would employ

in sourcing for information **(10mks)**

(b) Describe the steps you would take before you set out to write out

any kind of essay **(10 mks)**

1. Cheating in examinations is on the rise at Maasai Mara University and the University administration is concerned. You have been asked to investigate the causes of the vice by the Vice Chancellor and to write a report to be submitted to her office. Use the general report format to write this report. **(20mks)**

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