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**CHUKA**



**UNIVERSITY**

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**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN  
COMMUNICATION AND MEDIA**

**COMM 470: TECHNICAL WRITING**

**STREAMS: BA COMMUNICATION AND MEDIA Y4S1**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 04/12/2018**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTIONS:**

- **Question ONE is compulsory. Answer question ONE and any other TWO questions.**
1. You work for Chuka's environmental conservation society and have noted rising pollution in the town caused by discarded plastic. You would like to sensitize the residents about this issue through writing a technical document. Describe the steps you would take in planning the writing process. (30 marks)
  2. Discuss any four of the eight patterns that can be used to organize information in a technical document, giving appropriate examples for each. (20 marks)
  3. Evaluate the effectiveness of the following conclusion to a report about the importance of conducting audits:  
"All major corporations and all minor corporations require an audit to be conducted every year. Audits are the primary tool used to ensure that financial irregularities such as embezzlement, conflict of interest and inaccurate pricing are kept to a minimum."  
(20 marks)
  4. You have prepared a 15-page report on the dangers of drug abuse for dissemination to secondary schools. Reviewers of the document recommend that you make the information more accessible. Discuss any five strategies you would use to do so. (20 marks)
  5. Evaluate the effectiveness of the attached introduction to a report about the importance of conducting audits. Recommend areas for improvement if any. (20 marks)
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