

**CHUKA**

**UNIVERSITY**



**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS  
JOURNALISM AND MASS COMMUNICATION**

**COMM 470: TECHNICAL WRITING**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 21/09/2021**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTIONS:**

- *Answer question one and two questions from Section B*

**SECTION A**

**Question 1**

- Write a feature article on the challenges associated with effective implementation of Covid-19 containment measures in learning institutions in Kenya. (15 marks)
- Effective technical writing requires research. Describe any five issues you need to research on when planning to do technical writing. (15 marks)

**SECTION B**

**Question 2**

- Describe five benefits of effective technical writing skills in organizational communication. (10 marks)
- Describe five features of a quality advertisement. (10 marks)

**Question 3**

Explain five ethical principles that should be upheld in technical writing. (20 marks)

**Question 4**

Discuss the influence of social media on technical writing. (20 marks)

**Question 5**

Describe any four forms of technical writing used in the healthcare sector. (20 marks)

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