

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.

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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