

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESITS/SPECIAL EXAMINATIONS

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

COMM 470: TECHNICAL WRITING

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 29/8/2023

8.30 A.M. – 10.30 A.M.

Answer Question 1 and any Two Questions from Section B.

Section A

Question 1

- a) The Vice Chancellor of Chuka University has advertised scholarships for Master's degrees for students from various disciplines. Among the qualifications for these scholarships is a First Class Honours in one's bachelor's degree. One should also show great interest in research and innovation. You have all the required qualifications. Write a letter of application you will send to the university for this scholarship. (15 marks)
- b) Describe five features of a well-written book review. (15 marks)

Section B

Question 2

- a) Explain five reasons why effective technical writing requires research. (10 marks)
- b) Describe five characteristics of effective technical writing. (10 marks)

Question 3

Using appropriate examples, discuss five ethical principles that should be upheld in writing legal documents. (20 marks)

Question 4

Citing appropriate examples, explain the scope and opportunities in health communication. (20 marks)

Question 5

Using correct and clearly written examples, describe the key guidelines in the APA referencing style. (20 marks)

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