



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES
BACHELOR OF COMMUNICATION AND
JOURNALISM**

**COURSE CODE: CMJ 1201
COURSE TITLE: ACADEMIC AND PROFESSIONAL
WRITING**

DATE: 29TH APRIL 2019

TIME: 0830 - 1030 HRS

Instructions:

Attempt question ONE and any other TWO questions.

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

1. (a) With adequate illustrations, explain the purpose of writing. **(10 marks)**
(b) Discuss any four types of libraries. **(8 marks)**
(c) Distinguish between the following sets of terms as used research:
(i) Appendices and footnotes
(ii) Bibliography and references
(iii) referencing and in-text citation
(12 marks)
2. (a) Discuss the various elements of critical writing. Provide illustrations.
(10 marks)
(b) Explain the various levels of reading. **(10 marks)**
3. (a) Examine the process of conducting research. **(20 marks)**
(b) Imagine you are an Academic registrar and you have information that some students skip classes. Write a Memo to that effect stating the possible consequences. **(6 marks)**
4. (a) Distinguish between primary and secondary research types. **(10 marks)**
(b) You are writing a term paper and you realize that it is important to integrate other peoples' ideas in your work. Use the following information to do proper in- text citation:
i) Communication is the process of sharing ideas, attitudes and knowledge. These words have been spoken by Newton Muchiri in the year 2001. **(2 marks)**
ii) Visually impaired children live in a sighted world and need to interact frequently with sighted people but not live in their ' own' world- by Jane Ombati in the year 2009 **(2 marks)**
c) Arrange the following bibliographic entries in the correct order using the APA method of referencing.
i) A book entitled 'A university grammar 'by Geoffrey Leech, Quirk and Greenbaum . published in 2001 by Longman publishers in London. **(2 marks)**
ii) A book called 'communication skills' by Newton Muchiri published in 1993 by Macmillan Ltd in Nairobi. **(2 marks)**
iii) A book written by Joshua Wyrick known as 'Steps to writing well'. In 1987. It was published by Holt Rinehart in New York. **(2 marks)**
5. (a) Analyze what SQ3R as one the reading techniques. **(10 marks)**
(b) Discuss any five principles of effective communication in an organization. **(10 marks)**

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