



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION  
(YI, SII)

**BMC 4104: ACADEMIC WRITING**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
  - Section **A** is **Compulsory**.
  - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Highlight the types of titles that one can use in an academic paper. **(2 marks)**
- b) Define referencing. **(2 marks)**
- c) Mention at least **FOUR** importances of referencing your sources. **(4 marks)**

**QUESTION 2**

- a) Highlight the characteristics of academic writing. **(6 marks)**
- b) Describe the issues to consider when editing for organization. **(6 marks)**
- c) Differentiate between an analytical paper and comparative paper. **(6 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 3**

Discuss using relevant examples the process through which one goes to write a problem statement.

**(20 marks)**

**QUESTION 4**

Describe the key issues one looks for when editing for content and editing for style.

**(20 marks)**

**QUESTION 5**

a) Giving examples illustrate which topics for an academic paper ought to be avoided.

**(10 marks)**

b) Elaborate the qualities of an effective academic paper.

**(10 marks)**