



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*

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)