



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC III & IV)

BMC 2213: FEATURE AND FREELANCE 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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) State **FIVE** basic content of a query letter. **(5 marks)**
- b) Explain the role of music in writing. **(5 marks)**
- c) State **FIVE** elements that you would use as a guide before selecting your subject for a profile. **(5 marks)**
- d) Define and give examples of the following:
 - i) Issue **(3 marks)**
 - ii) Trend **(3 marks)**
 - iii) Controversy **(3 marks)**
- e) Differentiate dramatic stories from profiles. **(6 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

You have been requested by your editor to write a story on radicalization of the youth in Mombasa County.

- a) Explain **FIVE** key steps that you would follow while writing the story. **(10 marks)**
- b) What publics would contact and why. **(10 marks)**

QUESTION 3

Discuss the characteristics of “Anecdotes”. **(20 marks)**

QUESTION 4

Describe the following leads:

- a) Expression lead **(4 marks)**
- b) Freak lead **(4 marks)**
- c) Anecdotal lead **(4 marks)**
- d) Prediction lead **(4 marks)**
- e) Cartridge lead **(4 marks)**

QUESTION 5

Use document 1 to answer this question

- a) Classify the feature. **(2 marks)**
- b) Write a questionnaire that was probably used by the writer. **(18 marks)**