



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC III)

BMC 2212: FEATURE AND FREELANCE WRITING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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) Define a feature. (2 marks)
- b) State the importance of music in feature writing. (5 marks)
- c) Differentiate between soft news and hard news. (10 marks)
- d) Explain any **FIVE** elements that you consider important before you interview your source for a profit. (5 marks)
- e) Write a 300 word article on “Kenya’s preparedness for Health Issues”. (8 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss any **FIVE** pizzazzi of writing. (20 marks)

QUESTION 3

- a) Write “Anecdote”. (2 marks)
- b) Discuss the characteristics of Anecdotes. (8 marks)
- c)

QUESTION 4

Write short notes on:

- a) Paradox (2 marks)
- b) Oxymoron (2 marks)
- c) Synecdoches (2 marks)
- d) Apostrophe (2 marks)

QUESTION 5

Write a 700 word article on “Kenya at 50”. (20 marks)