



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF MASS COMMUNICATION

BMC4314: KISWAHILI FOR MASS COMMUNICATION

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: 17 May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

SWALI LA KWANZA

a) Fafanua mbinu zifuatazo za kubuni msamiati na istilahi za habari.

i) Uhulutishaji (alama4)

ii) Uradidi (alama4)

b) Eleza matumizi matano ya uakifishaji katika uandishi wa habari. (alama5)

c) Tunga sentensi kuonyesha matumizi mawili tofauti ya ritifaa. (alama4)

d) Onyesha sifa za sentensi nzuri ya mada katika uandishi wa habari. (alama6)

e) Eleza manufaa mawili ya kutumia aya katika taarifa. (alama4)

f) Fafanua vipengele vyovyote vitatu vya mawasiliano.(alama3)

SWALI LA PILI

Kuna mambo ambayo hayafai kuwa katika utangulizi wa habari. Yaonyeshe huku ukitoa mifano mwafaka. (alama20)

SWALI LA TATU

- a) Hitimisho hufanya kazi gani katika uandishi wa habari? (alama8)
- b) Onyesha mchakato wa kuandika hitimisho lifaalo la habari. (alama6)
- c) Eleza mambo yanayofaa kuepukwa unapoandika hitimisho la taarifa.(alama6)

SWALI LA NNE

4. Jadili hatua muhimu zinahitajika kufuatwa katika mchakato mzima wa kuandika habari.(alama20)

SWALI LA TANO

Dhihirisha vikwazo vinavyoweza kuzuia mawasiliano wakati wa kuwasilisha habari. (alama20)