THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JKUAT)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP IV)

BMC 2213: FEATURE WRITING

END OF SEMESTER EXAMINATIONS

SERIES: NOVEMBER/DECEMBER 2011

TIME: 2 HOURS

INSTRUCTIONS:

– This paper consists of **TWO** Sections **A** & **B.**
– Section **A** is **Compulsory.**
– Answer any other **THREE** questions in Section **B.**

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

a) Define a feature story and give at least **TWO** examples which have recently been published.

(4 marks)

b) Explain the difference between a feature story and news item.   **(16 marks)**

c) Identify and explain any **FIVE** feature leads.   **(10 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 2

Anecdotes are indispensable in feature writing. Highlight the characteristics of anecdotes.   **(10 marks)**

QUESTION 3

Explain the following feature stories:

a) Historical feature   **(2 marks)**

b) Adventure feature   **(2 marks)**

c) Explanatory feature   **(2 marks)**

d) How-to-do-it feature   **(2 marks)**

e) Seasonal feature   **(2 marks)**

QUESTION 4

Explain how you would incorporate music in your feature writing.   **(10 marks)**

QUESTION 5

Highlight and explain the major mistakes that you would avoid as a feature writer.   **(10 marks)**