



# **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)**