



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

**UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

BMC 4104: ACADEMIC WRITING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 2014

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) List **FOUR** importance of Key Word in Academic Writing **(4 marks)**
- b) Using examples explain **FOUR** types of titles in Academic Writing. **(4 marks)**
- c) i) Distinguish between a structured and traditional abstract. **(4 marks)**
ii) List **FOUR** advantages of a structured abstract. **(4 marks)**
- d) List the **FOUR** main styles of referencing for Academic Articles. **(4 marks)**
- e) List **FOUR** characteristics of Academic Writing. **(4 marks)**
- f) Explain the term IMRAD as used in Academic Writing. **(4 marks)**

g) List **TWO** functions of literature reviews.

(2 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

Explain factors to be considered when allocating credit for authorship in Academic Writing especially when more than one author are involved.

(20 marks)

QUESTION 3

Discuss the different styles of referencing in Academic Writing.

(20 marks)

QUESTION 4

Conference paper has been described as the essential launching pad for nearly all scholarly careers. Discuss.

(20 marks)