



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 4117: ENGLISH FOR MASS COMMUNICATION

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: MARCH 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***
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SECTION A (Compulsory)

QUESTION 1

- a) Uwezo Kenya a research firm in Education has released its results on their annual assessment on 'learning outcomes'. The parents for 'Urambo primary school' are not very happy with the research findings. They blame the poor performance of their children on the headteacher. Report has reached your Radio Wifarci Station that the parents have stormed the school and are threatening to throw him out.

You have been dispatched to the scene. Write down a **THREE** page 'verbatim' of your line reporting of the incidence. **(20 marks)**

- b) **Punctuate the following paragraph**

Each persons being is constantly radiating energy out into space the type of energy being radiated is determined by the emotional state of individual in question and may differ from day to day sometimes even hour to how this emotional energy is what is commonly known as a vibe and is referred to a vibration scientists studying the law of attraction chances are that you are familiar with the term have you ever been with someone who is happy they seem to be radiating a glow which they seem to be radiating a glow which inspires happiness in all these around them by the same token have you ever spent time with someone who was so critical and unhappy they consistently gave off a negative vibe which seemed to suck the life and happiness out of all those around them

(10 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

Transcribe phonemically the following passage.

The mind is a powerful thing, and where it goes the feet with soon follow. The foundation of any success you are going to encounter in lie is not the ability of your physical body to overcome the obstacles but of your mind to believe that a way has around them.

(20 marks)

QUESTION 3

Explain the meaning of the following terms:

- a) Phonetics
- b) Phonology

(4 marks)

QUESTION 4

- a) Describe any **FOUR** possible points in the mouth at which sounds can be produced. **(8 marks)**
- b) Give example of sounds produced at the points identified in b (ii) above. **(8 marks)**