



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 4122: ACADEMIC WRITING

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) Define the following terms:
- i) IMRAD (5 marks)
 - ii) APA (5 marks)
 - iii) Comparative research (5 marks)
- b) List some of the information contained in the title page of a dissertation. (5 marks)
- c) Explain any **FIVE** types of titles used in Academic Writing. (5 marks)
- d) Explain **FIVE** guidelines for writing academic papers. (5 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

Discuss the **FOUR** main styles of referencing in Academic Writing.

(20 marks)

QUESTION 3

Explain the role of key words in Academic Writing.

(20 marks)

QUESTION 4

Explain the purpose of the literature review in Academic Writing.

(20 marks)

QUESTION 5

The conference paper has been described as ‘the essential launching pad for nearly all scholarly careers’. Discuss.

(20 marks)