



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG III)

## **BMC 2213: FEATURE WRITING**

END OF SEMESTER EXAMINATIONS

**SERIES:** AUGUST 2013

**TIME:** 2 HOURS

### **INSTRUCTIONS:**

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

***This paper consists of Three printed pages.***

## **SECTION A (Compulsory)**

### **QUESTION 1**

- a) Write a query letter to a media house of your choice. **(10marks)**
- b) Use the information provided to write a personality profile of Musalia Mudavadi. **(10marks)**
- c) Highlight FIVE issues that you may write a commentary on as for as country governments are concerned. **(10marks)**

### **QUESTION 2**

Discuss the funnel of focus technique with reference to Tourism in Kenya. **(10marks)**

### **QUESTION 3**

Explain FIVE techniques of action filled writing. **(10marks)**

### **QUESTION 4**

- a) Highlight FIVE reasons to justify the importance of headline writing. **(5marks)**
- b) State FOUR qualities of leads for features **(5marks)**

### **QUESTION 5**

Discuss the characteristic of humor in writing. **(10marks)**

### **QUESTION 6**

Write a 300 words feature on ‘TUMS attains first class University status’. **(10marks)**