



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

[A Constituent College of JKUAT]

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (DMPS 4)

BMC 2213: FEATURE WRITING

END OF SEMESTER EXAMINATION

SERIES: APRIL 2012

TIME: 2 HOURS

Instructions to Candidates:

Answer question **ONE** and any other **TWO** questions
Maximum marks for each part of a question are clearly shown
This paper consist of **TWO** printed pages

Question 1 (Compulsory)

Type the text provided please

- a) Identify the type of features story (2 marks)
- b) Identify the type of features (10 marks)
- c) Write a critique of the feature story (8 marks)
- d) Write an appropriate anecdote for the story (10 marks)

ATTEMPT ANY THREE QUESTIONS

Question 2

Highlight ten tips for telling compelling stories (10 marks)

Question 3

Explain **FOUR** steps of writing how-to-article (10 marks)

Question 4

Discuss how you would infuse action in your writing (10 marks)

Question 5

A part from the inverted and summary leads describe any **FIVE** feature leads (10 marks)