



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

(A Centre of Excellence)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

(BJMC 2)

BSC 4101: WORD PROCESSING TECHNIQUES

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2012

TIME ALLOWED: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

This paper consists of **FIVE** questions in two sections **A & B**

Do all the work on the computer and save it in a Re-writable CD provided

Write your **Registration Number** on the CD

This paper consists of **THREE** printed pages

SECTION A (COMPULSORY)

Question One

- a) (i) Explain the qualities of a good report. **(10 marks)**
- (ii) Outline the report writing process. **(5 marks)**
- (iii) Outline the key topics of report. **(5 marks)**
- b) Explain the steps involved in inserting a table of contents to a report. **(6 marks)**
- c) Write the formula:
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$$y_i = \frac{1}{7}x^2 + \theta$$

(4 marks)

SECTION B (Attempt any TWO questions)

Question Two

The standard Newspaper has placed the following advertisement calling for Trainee Reporters.

Standard Group, Nairobi

The Group is in the process of strengthening its Editorial function by recruiting highly motivated, qualified and competent individuals to the position of Trainee Reporters.

Roles and Responsibilities

- To go out for news assignment and filing stories on time
- To researching and collecting background information required to make stories complete.
- To follow news Leads and maintain close contact with the news sources
- To observe the code of journalistic ethics.

Qualifications, Skills and Competencies

- University Degree in Journalism or Mass Communication
- Advanced Computer Literacy
- Ability to identify and follow news leads
- Excellent writing skills

Prepare a persuasive application letter to convince the Managing Editor of the Standard Newspaper that you are the best placed for the position. **(20 marks)**

Question Three

Suppose you are the Chief Producer of programmes for popular Mwambao Fm Station. Prepare a letter to the Kenya National Human Rights Commission expressing interest to collaborate with the organization in a series of programmes on labour rights awareness.

Addressee: The Director, Social and Economic Rights Project, KNHRC, Box Nairobi. **(20 marks)**

Question Four

The table below shows assumed figures of the Kenya's economic growth rate between 2003 and 2012.

KENYA'S ECONOMIC GROWTH TREND FROM 2003 - 2012										
YEAR	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
GROWTH RATE IN %	3.5	4.0	2.5	4.5	4.0	2.0	3.0	3.5	3.7	4.0

a) Present the data on form of a line graph. NOTE: The table is not necessary. **(15 marks)**

b) Insert an appropriate caption for the graph. (5 marks)

Question Five

a) Explain PDF and its importance. (5 marks)

b) Outline the steps of inserting a Bibliography into a Word Document. (5 marks)

c) Outline the steps you need to undertake to set the properties of a Document for Distribution purpose. (10 marks)

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