



UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION AND MEDIA
FIRST SEMESTER 2022/2023
[SEPTEMBER-DECEMBER, 2022]**

COMM 470: TECHNICAL WRITING

STREAM: Y4S1

TIME: 2 HOURS

DAY: TUESDAY, 12:00 – 2:00 PM

DATE: 13/12/2022

INSTRUCTIONS

- 1. Do not write anything on this question paper.**
- 2. Answer question ONE and any other TWO questions.**

QUESTION ONE

- a) Explain any four unique nature of Technical Writing. **(2 marks)**
- b) Explain the importance of an introduction in a document. **(5 Marks)**
- c) State and explain effective ways in which you would follow in writing an effective recommendation letter. **(5 Marks)**
- d) Define the following terms as used in technical writing.
 - i) Tone
 - ii) Voice
 - iii) View point
 - iv) Pace **(6 marks)**
- e) Distinguish an executive summary from an abstract. **(6 marks)**
- f) With an example in each category, explain how conciseness can be achieved. **(6 Marks)**

QUESTION TWO

- a) Elaborate important factors you would consider in writing a white paper **(10 Marks)**
- b) Assume you are a communications coach for your company 'Communication Wellness Consultancy', write a whitepaper on 'thoughtful communication' as your general guideline. **(10 Marks)**

QUESTION THREE

- a) Discuss the importance of layout and design and writing style in writing instructions **(10 Marks)**
- b) Assume you are the Medical Superintendent at the medical unit of Kisii University. Write instructions on Coronavirus Covid prevention tips incorporating visuals. **(10 Marks)**

QUESTION FOUR

- a) Expound on the common sections of a job description **(5 marks)**
- b) Assume you are the Human Resource Manager of Kisii University, write a job description for a job advert of a Chief Communications Officer. **(15 MARKS)**

QUESTION FIVE

- a) Elaborate on the concept '*mood*' from a grammatical perspective and support your explanation by constructing sentences depicting different mood. *Ensure to state the mood expressed by each sentence.* **(10 Marks)**
- b) Assuming you are the Dean – School of Information Science and Technology, write a letter recommending one of your staff for a promotion. The letter should be between 180-250 words in length. **(10 Marks)**