

LAIKIPIA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

**1<sup>ST</sup> SEMESTER 2023/2024 ACADEMIC YEAR**

### **FOURTH YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES**

**CELS 414/COMM 411: TECHNICAL WRITING**

***STREAM: R***

***TIME: 2 HRS***

***DAY: FRIDAY (2.30-4.30PM)***

***DATE: 8/12/23***

**THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**



**INSTRUCTIONS:** Answer question **ONE** and **TWO** other questions

**QUESTION ONE (30 MARKS)**

- (a) Technical communication and general communication are poles apart as they differ in all aspects. Elucidate. (10Mks)
- (b) Explain any three devices to obtain coherence in writing (6Mks)
- (c) By use of 3 points describe how clarity can be achieved in technical writing (6Mks)
- (d) What is (i) the purpose of technical communication (4Mks)  
(ii) importance of proofreading (4Mks)

**QUESTION TWO (20 MARKS)**

- (a) Write a press release for Laikipia University to announce an upcoming event, an accomplishment or other noteworthy information (6Mks)
- (b) List any four technologies that enable virtual teams to work together (4Mks)
- (c) What are wikis and what is their purpose (4Mks)
- (d) Explain any three strategies for managing Team Conflicts (6Mks)

**QUESTION THREE (20 MARKS)**

- (a) Explain who is an audience as used in this course (8Mks)
- (b) Discuss the considerations to make in analyzing sing the audience (12Mks)

**QUESTION FOUR (20 MARKS)**

- (a) Evaluate any five examples of unethical communication in the workplace (10Mks)
- (b) Explain any five elements of effective formal reports (10Mks)

**QUESTION FIVE (20 MARKS)**

Write a memo as the sales director of a company to in-house sales department employees and to sales representatives. Announce and outline a new dress code policy and diplomatically explain why the policy is more strict for the sales reps. (20Mks)

