



**KIBABII UNIVERSITY COLLEGE**

*(A Constituent College of MasindeMuliro University of Science Technology)*

P.O. Box 1699-50200 Bungoma, Kenya

Tel. 020-2028660/0708-085934/0734-831729

E-mail: [enquiries@kibabiiuniversity.ac.ke](mailto:enquiries@kibabiiuniversity.ac.ke)

**UNIVERSITY REGULAR EXAMINATIONS**

**2013 /2014 ACADEMIC YEAR**

**1<sup>ST</sup> YEAR 2<sup>ND</sup> SEMESTER EXAMINATIONS**

**(MAIN EXAMINATION)**

**FOR THE DEGREE OF BACHELOR**

**EDUCATION (ART)**

**COURSE CODE:** ENG 111

**COURSE TITLE:** THE ART OF WRITING

**DATE:** 14<sup>TH</sup> APRIL, 2014

**TIME:** 2:00P.M. - 5:00P.M.

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**INSTRUCTIONS TO CANDIDATES:**

Answer all the questions in this paper.

1. The excerpt below is from one of the daily newspapers in Kenya. Read it carefully and answer the questions that follow:-
  - a) Describe with examples the type of writing (10mks)
  - b) Discuss the various ways through which the author has made his writing appealing (10mks)
  - c) The author of this story makes his position known mainly in the topic sentences write down ten of such either in topic sentences or in the clincher sentences. (10mks)
  - d) Explain how the many sub-topics help in passing across the message in the text (10mks)
2. In writing for specific purposes it is important that the author, understands the audience they are writing for. Discuss the various characteristics that the author ought to know about the audience. (20mks)
3. "Writing is like the clothes we wear". Discuss this view in light of good writing (10mks)