



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR THE DIPLOMA
OF
PUBLIC RELATIONS AND CREATIVE ADVERTISING**

COURSE CODE: DPA 113

COURSE TITLE: CREATIVE AND APPLIED THINKING SKILLS

DATE: 03/08/2022

TIME: 11.00 AM-1.00 PM

INSTRUCTIONS TO CANDIDATES

Answer **QUESTION 1** and any other **TWO QUESTIONS**.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating



1. (a) Distinguish between a fictional and a non-fictional essay. (10 Marks)
(b) Describe the process of coming up with a fictional essay. (10 Marks)
(c) Discuss **FIVE** stylistic devices you can use when writing a fictional essay. (10 Marks)
2. (a) Discuss **FIVE** creative thinking skills useful to a public relations practitioner. (10 Marks)
(b) Discuss **FIVE** differences between critical thinking and creative thinking. (10 Marks)
3. (a) Explain the relevance of creative thinking in modern day advertising. (10 Marks)
(b) State and explain **FIVE** key qualities an online blogger should possess in a competitive media environment. (10 Marks)
4. Write a curriculum vitae not exceeding 250 words. Capture the attention of your prospective employer using brief and exiting statements in your CV. (20 Marks)
5. Write an essay on a subject of your choice. Exploit creative stylistic devices in your write-up. (20 Marks)