



(University of Choice)

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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

FIRST YEAR FIRST SEMESTER EXAMINATIONS

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

COURSE CODE: DPA 102

COURSE TITLE: ENGLISH FOR MASS COMMUNICATIO

DATE: 19/12/2023

TIME: 2.00 pm-4.00 pm

INSTRUCTIONS TO THE CANDIDATE

Answer **Question 1** and any other **TWO (2)** questions.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

1. QUESTION ONE (30MARKS)

- a) Discuss five ways by which the mass media promote the use of the English language. (10 marks)
- b) With two examples for each, differentiate between common and proper nouns. (10marks)
- c) With your understanding of verbs, in a tabular form, give the present, past and past participle of the following verbs: cut, hurt, will, be, begin, come, sleep, eat, strike, and laugh. (10 marks)

2. QUESTION TWO (20MARKS)

- a) Discuss five types of phrases you know, giving an example for each. (20 marks)

3. QUESTION THREE (20MARKS)

- a) Discuss the three types of subordinate clauses, giving an example for each. (10 marks)
- b) Discuss the two broad classifications of sentences. (10 marks)

4. QUESTION FOUR (20MARKS)

What is crisis communication? How should a PR person make a crisis communication plan? Give an example of a company that was successful in solving its crisis through good PR. (20 marks)

5. QUESTION FIVE (20MARKS)

- a) Construct sentences using the following; (6 marks)
 - i. Dependent Clause
 - ii. Independent Clause
 - iii. Gerund
- b) Explain with examples the following stylistic devices used in writing (6 marks)
 - i. Consonance
 - ii. Assonance
 - iii. Rhyme
- c) Giving examples, briefly explain the importance of punctuation marks in writing (8 marks)