



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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

FIRST SEMESTER MAIN EXAMINATIONS

FOR DIPLOMA IN PUBLIC RELATIONS AND CREATIVE ADVERTISING

COURSE CODE: DPA 103

COURSE TITLE: LITERARY COMMUNICATION

DATE: 08/12/2023

TIME: 9.00 am-11.00 am

INSTRUCTIONS TO CANDIDATES

- Answer Question **ONE** and any other **TWO** Questions.
- Do not write anything on the question paper!

TIME: 2 HOURS

QUESTION ONE

- a) Define the following terms
- i. Literature (2 Marks)
 - ii. Poetry (2 Marks)
 - iii. Prose (2 Marks)
 - iv. Drama (2 Marks)
 - v. Comedy (2 Marks)
- b) Discuss any FIVE conventions of Literary Communication. (10 Marks)
- c) Write a 3 stanza poem on the topic "Campus Life". (10 Marks)

QUESTION TWO

Outline the importance of Literary Communication to a PRO. (20 Marks)

QUESTION THREE

- a) Differentiate between Fictional and Non-fictional literature. (4 Marks)
- b) Give two examples of Fictional and Non-fictional literature found in the media. (4 Marks)
- c) Writing for children is a critical and delicate affair. Discuss this statement and state 5 qualities of a good children's story. (12 Marks)

QUESTION FOUR

Discuss in details 5 poetry literary terms learned in this course (20 Marks)

QUESTION FIVE

State and explain 10 stylistic devices used in Literary communication (20 Marks)