



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF MASTER OF ARTS IN PROJECT PLANNING AND
MANAGEMENT
(CITY CAMPUS)

APP 811: REPORT WRITING AND PRESENTATION

Date: 27th November, 2013

Time: 5.30 - 8.30 p.m.

INSTRUCTIONS:

- Answer ANY FOUR questions.

**APP – 811 REPORT WRITING AND PRESENTATION
TECHNIQUES- (CITY CAMPUS)**

Answer any **four (4)** questions

1. Discuss the main sections of an academic report. **(15 marks)**
2. Examine steps in creating and giving presentations. **(15 marks)**
3. a) Explain the need for referencing in a report. **(7 marks)**
b) Discuss the American Psychology Association (A.P.A) and Modern Language Association of America (M.L.A) referencing styles. **(8 marks)**
4. Describe effective oral presentation skills. **(15 marks)**
5. Discuss the use of visual aids in presentations. **(15 marks)**
6. Explain how the following are used in reports:
 - a) Writing styles. **(7 marks)**
 - b) Figures and tables. **(8 marks)**