



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2013/2014**

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE  
DEGREE OF BACHELOR OF EDUCATION & BACHELOR OF ARTS  
WITH INFORMATION TECHNOLOGY  
(MAIN CAMPUS)**

**AEN 106: COMMUNICATION SKILLS II**

*Date: 22<sup>nd</sup> July 2014*

*Time: 11.00 - 1.00 pm*

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**INSTRUCTIONS:**

- Answer question ONE and any OTHER TWO questions
- Marks are as per the allocation after each question.

INSTRUCTIONS:

Answer Question ONE and ANY other TWO

- Q.1. Describe the activities that a writer goes through at the five main stages of the writing process. (30 marks)
- Q.2. Compose a well developed argumentative essay of about 250 words on ONE of the following topics:
- (a) The expansion of university education in Kenya is a good idea
  - (b) Same sex marriage is a social catastrophe
  - (c) Youth empowerment has socio-economic benefits (20 marks)
- Q.3. Discuss four factors that determine reading readiness (20 marks)

Q.4. Illustrate the format and style of ONE of the following forms of functional writing:

(i) Curriculum Vitae (C.V.) writing

(ii) Speech writing

(iii) Writing a formal letter (20 marks)

Q.5. (a) Explain five strategies that you would use to summarize an academic text. (10 marks)

(b) Illustrate the significance of in-text and end-text referencing in an academic essay. (10 marks)