



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY - APRIL 2021 SEMESTER**

### **DIPLOMA IN JOURNALISM & MASS COMMUNICATION**

**COURSE CODE: DJMC 039**

**COURSE TITLE: SPECIAL WRITING, BUSINESS REPORTING  
AND GENDER ISSUES**

**DATE: 10 MAY 2021**

**TIME: 8:00 AM – 11:00 AM**

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#### **INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

**CAUTION:** All exam rooms are under CCTV surveillance during the examination period.

## **SECTION A: COMPULSORY**

### **QUESTION ONE**

- a) Using examples, demonstrate five characteristics of stereotypical masculine [5 Marks]
- b) What are the factors contributing to gender inequality [10 Marks]
- c) Stereotypical feminine have certain characteristics. Discuss and five that you know [5 Marks]
- d) When proofreading, there are some important aspects one needs to remember when editing. Explain [10 Marks]
- e) What's the difference between sex and gender? Discuss using suitable examples [10 Marks]

## **SECTION B: ANSWER ANY THREE QUESTIONS**

### **QUESTION TWO**

- a) Elaborate the steps taken in writing a workplace document [10 Marks]
- b) When doing a business letter, one must achieve the friendly tone and polite terms without jargon thus present the information in a sequence best to your readers. As a writer how can one write a powerful engaging sentence? [10 Marks]

### **QUESTION THREE**

- a) In our world today, Emails are the best and most common tools used in any business communication. Insecurity is an issue when dealing with emails, viruses and company liabilities. In order to overcome all this, how can one achieve an effective email? [20 Marks]

### **QUESTION FOUR**

- a) You have been tasked to write a report on how Rape and Assaults can be reduced in the society. in your report explain how this menace can be combated in our society today [10 Marks]
- b) Workplaces are notorious when it comes to discrimination. Both males and females fall pray of discrimination, as a gender. What are some of the discriminations faced at work places? [10 Marks]

### **QUESTION FIVE**

- a) Critically discuss the applicability of the following theories in our society [20 Marks]
  - i. Biology and Gender Theory
  - ii. Kohlberg's cognitive Theory
  - iii. Social-Cognitive Theory
  - iv. Gender Schema Theory
  - v. Psychoanalytical theory