



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF EDUCATION ARTS
1ST YEAR, 2ND SEMESTER 2017/2018 ACADEMIC YEAR
MAIN, SCHOOL BASED**

AEN104: THE ART OF WRITING

EXAM VENUE:

STREAM: SBP

DATE: 20/12/17

EXAM SESSION: 2.00 - 4.00PM

TIME: 2 HOURS

Instructions:

- 1. Answer question ONE (COMPULSORY) and ANY other TWO questions.**
 - 2. Candidates must hand in their answer booklets to the invigilator while in the examination room.**
 - 3. Ensure you sign the examination attendance register before leaving the examination room.**
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QUESTION ONE (30 MARKS)

- (a) Briefly explain the four stages of the writing process. (8 marks)
- (b) Explain four principles of effective writing. (8 marks)
- (c) Explain any four paragraph development strategies. (8 marks)
- (d) With examples, explain parts of a well-developed paragraph. (6 marks)

QUESTION TWO (20 MARKS)

- (a) Read the passage and answer the questions that follow.

Every business, during the course of its existence, will face near collapse experience. This is a period characterised by harsh business conditions such as low sales, low employee morale, low profits, small market share and low innovation among others. While some manage to recover from this period and bounce back stronger than before, others do not.

There are many factors that are responsible for this near collapse experience. Some are self-inflicted and others are not. Self-inflicted factors are internal forces within the business which the management has control over and can manipulate. They include lack of entrepreneurial skills such as risk taking, lack of innovativeness and originality among others. Another factor is lack of managerial skills in areas such as business planning, coordination, communication and marketing. In addition, inadequate finance has continued to hinder the growth of businesses the world over. Although banks and other financial institutions have improved their lending policies, interest rates are still way beyond the reach of many entrepreneurs due to lack of collateral to secure loans.

Many entrepreneurs also lack adequate technical skills in areas such as production and operational management. For a long time many people have ventured into businesses without proper self-assessment to determine if they have what it takes. This has frustrated them after starting because they identify the problem when it is too late and the investment is at stake.

Besides the internal factors, external factors too affect the performance of a business. External factors are those forces outside the business which may hinder or facilitate the operations of a business. Infrastructure is one such factor. Poor infrastructure, for example, increases the cost of doing business and lowers operations. Further, political and legal factors seriously affect business operations by providing either an enabling or a restrictive environment. Political stability is instrumental in facilitating a quick return on investment and a healthy competition in business.

Another external factor is competition. Although business experts argue that competition is inevitable, it can hinder business operations if it is unhealthy. An entrepreneur should, therefore, be protected from unfair competition such as counterfeit goods, illicit imports and dumping which continue to threaten the survival of many businesses. Moreover, inadequate markets discourage entrepreneurs in their operations. Many people venture into business with the hope of getting a market for their products. However, this has continued to be a nightmare for many of

them. Some entrepreneurs complain that besides dumping of counterfeit goods, they are unable to expand the market into other regions.

If these factors are not well controlled, they can lead to the collapse or retardation of a business. Hence, it is necessary for entrepreneurs to know how they can revive their businesses if faced by such scenarios. Some of the measures which an entrepreneur can take include coming up with business strategies to give the business a sense of direction and retain focus in its operations. A business must also constantly analyse its human capital to determine the skills levels so as to know when to upgrade in order to be competitive. Besides, one must understand customer needs and wants so as to strive to satisfy them. If these measures are in place, it is likely that a business will be able to overcome the challenges it may face and even grow into a big business empire.

Adapted from KASNEB Newslines Issue NO. 3, July – September 2015

- (a) In about 150 words, and according to the passage, explain the factors that may cause a business to collapse. (18 marks)
- (b) Identify the type of essay in which the passage falls. (2 marks)

QUESTION THREE (20 MARKS)

With examples, explain how cohesion is achieved in a text using the following devices.

- (a) Reference (5 marks)
- (b) Conjunction (5 marks)
- (c) Substitution (5 marks)
- (d) Ellipsis (5 marks)

QUESTION FOUR (20 MARKS)

Eagle Investments Limited recently held its monthly meeting and discussed the following:

- (a) Relocation of offices.
- (b) Taking a loan from a bank for development.
- (c) Giving donations to a school.

As the secretary to the group, write the minutes of the meeting. (20 marks)

QUESTION FIVE (20 MARKS)

Assume you are a newspaper reporter. You have witnessed violent confrontations erupt between two political groups at a campaign rally. Write a newspaper report of about 450 words on the event.