



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF EDUCATION, HUMANITIES AND SOCIAL SCIENCE  
DEPARTMENT OF LANGUAGES, LITERARY STUDIES & COMMUNICATION  
STUDIES  
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF EDUCATION  
ARTS WITH IT  
1ST YEAR 2<sup>ND</sup> SEMESTER 2023/2024 ACADEMIC YEAR  
MAIN CAMPUS- INSTITUTION BASED PROGRAMME**

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**COURSE CODE: ZLB 9102**

**COURSE TITLE: THE ART OF WRITING**

**EXAM VENUE:**

**STREAM:**

**DATE:**

**EXAM SESSION:**

**TIME: 2 HOURS**

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**Instructions:**

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

1. Writing involves a series of stages. Explain the five stages critical in a writing process. (30marks)
  
2. (a) Why do people write? (10 marks)  
(b) Briefly explain how a writer would arrive at a topic. (10 marks)
  
3. (a) With an example, how would a writer profile his audience to achieve his purpose for writing? (10 marks)  
(b) One of the best ways to make your writing lively is to add details to your message.  
Describe with an example, three ways you can reinforce details in a paragraph. (10 marks)
  
4. Discuss any four paragraph development strategies. (20marks)
  
5. Using an example where appropriate, describe the structure of an essay. (20marks)