



Strathmore
UNIVERSITY

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 1205: ENGLISH FOR EFFECTIVE COMMUNICATION**

DATE: 19th March 2025

TIME: 11:00 – 13:00

Instructions

1. This examination consists of FOUR questions.
2. Answer Question 1 (COMPULSORY) and any other TWO questions in the booklet provided.

Question 1

(30 marks)

a. As a communication professional, you are required to produce articles for publishing in the media. Based on a genre of your choice, write an article that you will send to the local media house for publication. The article should not exceed 250 words. Within that article, underline words and expressions that are characteristic of language used in writing in that genre.

(15 marks)

b. With a relevant example in each case, distinguish between a phoneme and an allophone.

(4 marks)

c. Rewrite the following questions, correcting errors (if any)

(11 marks)

- i. I am looking forward to see you tomorrow.
- ii. She have been to Paris three times.
- iii. The dog wagged it's tail happily.
- iv. Each of the players are responsible for their performance.
- v. Me and my friend went to the mall.
- vi. The proffessor emphasised on the importance of critical thinking

- vii. The picture portrays you as an infidel.
- viii. I have three hobbies cooking writing reading.
- ix. The project due next friday requires a lot of effort.
- x. Can you belief it she won the competition.
- xi. This is the most easiest problem in the test.

Question 2

(15 marks)

The internet has made language more dynamic, with meanings evolving rapidly based on usage trends and cultural shifts. As a result, many existing English words have evolved or gained new meanings due to their usage on internet platforms. Identify five such words and in each case, indicate the original meaning and explain the current meaning.

Question 3

(15 marks)

- i. Describe this sound /tʃ/ phonetically and give an example of a word containing the sound.
(4 marks)
- ii. With an example, explain the concept and place of articulation of nasal sounds.
(3 marks)
- iii. Through phonetic transcriptions (and without explaining), show the difference in pronunciation between the following words:
(8 marks)

- Lose and loose
- Crisis and crises
- These and this
- Sin and seen

Question 4

(15 marks)

During articulation of words in the English language, various phonological emerge. With an example in each case, name and describe five such processes.