



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS: COMMUNICATION
END OF SEMESTER EXAMINATION

BAC 1205: ENGLISH FOR EFFECTIVE COMMUNICATION

DATE: 7th March 2017

Time: 11:30 – 13:30

Instructions

Answer question 1 and any other two questions.

Question 1

(30 marks)

Read the text below and answer all the questions in question 1.

Crisis at the Famous Nyanam First Food Restaurant

The way in which companies communicate with stakeholders during a crisis event is rapidly changing with the 24-hour access provided by different types of media available to the public. Public relations practitioners and other communication executives are struggling to craft messages and maintain control of the flow of messages within this dynamic landscape.

One Easter Sunday in April 2015, two employees of Nyanam Fast Food Restaurant, who were bored, figured it would be just hilarious to post a video of themselves, defiling sandwich ingredients. The duo created five videos in total, one of which showed an individual sticking French Fries up his nose and then blowing the Fries on a sandwich, among other unsanitary and stomach-turning activities. An estimated 1 million people viewed these videos before they were pulled two days later.

During the first 24 hours, Mr. Oga Mabonga, The Vice President of Corporate Communications, surveyed the situation and determined that the videos were not a hoax. He then began to communicate internally and externally with “relevant audiences at that time [including] the social media people, the head of security and the senior management team. Mr. Mabonga collaborated with the consumer watchdog organization, “We Care about You”; an organization which first alerted Nyanam of the employees’ video. The two employees were

identified as Beka Karume and Ogallo Nyangau. By Tuesday, according to Mr. Mabonga, the restaurant was responding to customers' queries on its knowledge about the situation, and what it was doing, and why the management had not issued an official statement. By Wednesday, Ms. Karina Yale, President of the eatery recorded an apology that was then uploaded onto YouTube.

During this event, bloggers and journalists alike captured this crisis in articles and case studies, offering step-by-step timelines and criticisms of Nyanam's responses some of the criticisms were warranted. "It is easy to sit back from a distance and judge somebody, especially when you do not know everything" commented Mr Mabonga. A lot of people, who were criticizing Nyanam, in those 24 hours, were doing it to make names for themselves. They were looking for their own ink. They were looking for their own spots on TV.

Question 1

- a) Rewrite the headline correcting it accordingly **2 Marks**
- b) Explain any **FIVE** factors considered when preparing a news headline **10 Marks**
- c) With the crisis facing Nyanam Food Restaurant, it was important that the management of the restaurant move with speed. Identify and explain any **FIVE** mediums of communication the management could have opted for. **10 Marks**
- d) Identify any **TWO** synonyms used in the case and justify their use **4 Marks**
- e) Explain any **TWO** collective nouns the case study has employed **4 Marks**

Question 2

Rewrite the following Newspaper Headlines and indicate at the end of the sentence, in brackets, if the headline is active or passive. If the sentence is passive, add the "be" verb where required. Also, add punctuation and articles (a/an/the). **15 marks**

- a) Nairobi named 'most youthful' city in the world
- b) Ben Githae wins top prize at Kenyan Gospel Music Awards
- c) World's Biggest Bookstore sold to developer
- d) Two baby baboons on display at the Kenya Wildlife Society
- e) Sudanese government reveals independence plan

Question 3

- a) Rewrite the following sentences correctly by choosing the correct word in the brackets at the end of each sentence **4 Marks**
 - i. That book belongs to those children. That book is... (theirs/there're)
 - ii. This scarf belongs to my aunty Hellen. This scarf is ... (hers/shes)
 - iii. Water has ----- calories than milk (less/fewer)
 - iv. She has much ----- patience than her husband (less/fewer)
- b) Identify any **THREE** forms of written communication and explain any **ONE** advantage business organizations stand to benefit as they communicate using each of them **6 Marks**

c) Elision is the omission of sounds, syllables or words in speech. This is done to make the language easier to say, and faster. State the effect of elision on the pronunciation of the following words or phrases:

- i. 'I don't know'
- ii. Camera
- iii. Get on
- iv. Not at all
- v. It's no joke

5 Marks

Question 4

15 marks

a). Rewrite the following sentences concisely

9 Marks

- i. I received and read the email you sent yesterday about the report you're writing for the project. I agree it needs a thorough, close edit from someone familiar with your audience.
- ii. I would call your attention to the fact that our Governor, who was formerly a student of Harvard University, is basically an economist.
- iii. The engineer considered the second monitor an unneeded luxury.
- iv. The test revealed conduction activity that was peculiar in nature.
- v. Now we can't find why the screen door was left open
- vi. Joe was an honest and hardworking man. Basically, he never gave much consideration to sitting idly about, doing nothing constructive.
- vii. What is your basic understanding of predestination?
- viii. There are millions of fans who desperately want Gor Mahia team to stay in the city.
- ix. Bothered by allergies, a condition that made them sneeze, some of the preschool children had sinus troubles that caused them to miss several days in nursery school this spring

4b) Explain the concept of consideration in communication

2 Marks

c) Consideration is an important feature of business communication. Consider the following pairs of sentences and explain which sentence is more considerate.

4 Marks

- i. "Goods in bad condition and without the bill will not be exchanged
- ii. "Goods in good condition accompanied by bills can be exchanged".
- iii. "Travelling allowance will be paid for travels extending beyond 10 KMs"
- iv. "No travelling allowance will be paid for distances less than 10 KMs".

Question 5

a) Indicate whether the sound 'u' in each of the following sentences is short [ʊ] or long [u:]

- i. union
- ii. two

- iii. pudding
- iv. room
- v. butcher

5 Marks

b) For each of the following sentences, choose the correct sentence and justify your choice.

6 Marks

- i. A) She said, “bees are not the only insects that sting.”
- ii. B) She said, “Bees are not the only insects that sting.”

- i. A) “You must understand,” he pleaded, “That I need more time to pay you.”
- ii. B) “You must understand,” he pleaded, “that I need more time to pay you.”

- i. A) The president of the United States wields much power.
- ii. B) The President of the United States wields much power.

c) Using relevant examples, explain any **TWO** effects of technological advancement on written communication.

4 Marks