



**The Co-operative University of Kenya**

**SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST-2019**

**EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS**

**UNIT CODE: CMPR 1204**

**UNIT TITLE: REPORTING AND WRITING FOR PUBLIC RELATIONS**

**DATE: 27<sup>TH</sup> AUGUST, 2019**

**TIME: 11:30 AM – 1:30 PM**

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**INSTRUCTIONS:**

- Answer question **ONE (compulsory)** and any other **TWO** questions

**QUESTION ONE**

- a) Define the following term used in news writing
- Intro (2marks)
  - Quote (2 marks)
  - Attribution (2 marks)
  - Door stepping (2marks)
- b) Explain eight types of leads (16 marks)
- c) Explain three structures of news (6 marks)

**QUESTION TWO**

- a) Outline eight ethical and legal considerations as used in reporting and writing (8 Marks)
- b) Explain six news content/news ingredients used in the inverted pyramid structure. (12 marks)

**QUESTION THREE**

- a) Explain any five factors that influence what news is carried and how it is treated from one publication to the other. (10 Marks)
- b) Illustrate on five sources of news (10 marks)

**QUESTION FOUR**

Explain 10 qualities of a good journalist (20 marks)

**QUESTION FIVE**

- a) Discuss any five types of interviews (10 marks)
- b) There are general rules to be adhered to when scripting questions for an interview. Discuss five of them. (10 marks)