



THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION DECEMBER -2022

**EXAMINATION FOR THE DEGREE OF BACHELOR OF PUBLIC RELATIONS AND
ADVERTISING
YR 1 SEM 1**

UNIT CODE: BPRA 1101

UNIT TITLE: ENGLISH FOR COMMUNICATION

DATE: THURSDAY, 22ND DECEMBER, 2022

TIME: 2:00 PM – 4:00 PM

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INSTRUCTIONS:

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

QUESTION ONE

- a) Read the following passage and answer the questions that follow

Have you ever heard someone sing, “Happy birthday to you . . . happy birthday to you . . .”? If so, you are hardly alone—millions of people sing that song every year, and the tune is one of the most familiar of any song in North America. Ironically, it is not known who wrote it! The tune was written by two sisters, Patty and Mildred Hill, who were school teachers in the late 19th century. But their song had different words; instead of “happy birthday to you,” the song ran “good morning to all.” The two sisters would sing this ditty to their students each morning as school began. In 1924, the tune was published in a song book, which added the “happy birthday” lyrics as verse two. Today, the second verse of that song has become one of the best known tunes in the world—and nobody knows who wrote the words!

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- According to the passage, who wrote the tune to “Happy Birthday”? (2 marks)
 - Why is it ironic that the author of the words to “Happy Birthday” is not known? (2 marks)
 - What is the meaning of the underlined word ditty in the passage? (2 marks)
 - What happened to make “Happy Birthday” famous? (2 marks)
 - What would be the best reading method for this passage? (2 marks)
- b) Describe six categories of nouns that are commonly used in English language. (12 marks)
- c) Determiners are used in a special way to describe nouns that appear in a sentence. Explain four types of determiners using relevant examples in sentences. (8 marks)

QUESTION TWO

- a) Identify the part of speech that the following group words belong to and explain the function of each in English grammar
- i. I, You, He, She (2 marks)
 - ii. Myself, Yourself, Himself, Itself (2 marks)
 - iii. Whom, Whose, What, Which (2 marks)
 - iv. This, These, That, Those (2 marks)
 - v. Kenyans, Americans, Italians, Pakistanis (2 marks)
- b) You have been invited to a national communication conference of young writers and editors to give a talk on ‘Situations when a capital letter should be used in sentences. Describe the major areas you would include in your talk. (10 marks)

QUESTION THREE

- a) Describe the role of adverbs in a sentence (2 marks)
- b) Identify the types of adverbs in the following sentences
- i. Please write legibly. (2 marks)
 - ii. He often swims in the evening. (2 marks)
 - iii. The miners are working underground. (2 marks)
 - iv. The twins liked to dress differently. (2 marks)
 - v. Please put the books there (2 marks)
- c) Explain four kinds of sentences used to express thought in language. (8 marks)

QUESTION FOUR

- a) Elaborate five editing strategies for public relations and advertising materials (10 marks)
- b) Discuss five classifications of tenses commonly used in language (10 marks)

QUESTION FIVE

- a) Describe the rules followed when converting the following types of words to plural form
- i. Words ending in letter o (2 marks)
 - ii. Words ending with letters fe (2 marks)
 - iii. Words ending in letter f (2 marks)
 - iv. Words that change in their plural form (2 marks)
- b) Explain six words that can be used as interjections when advertising company products. (12 marks)