



ZCAS University

SMS1281 ACADEMIC WRITING/BUSINESS COMMUNICATION

Second-semester test

Date: 19th October, 2023

TIME: 08:30-11:30 HOURS

TIME ALLOWED: WRITING – THREE HOURS

READING – 5 MINUTES

INSTRUCTIONS:

1. Section A: this question is **compulsory** and must be attempted.
2. Sections B: Answer **THREE (3)** questions from this section.
3. This examination paper carries a total of **100 marks**.
4. Candidates must **not turn this page** until the invigilator tells them to do so.

SECTION A: Question 1 is compulsory and must be attempted

Question 1

You have been assigned the role of Communication Officer at ZCAS University, entrusted with managing all communication endeavors related to the historic inaugural student union elections. The university administration underscores the paramount significance of upholding ethical communication guidelines to guarantee an equitable and transparent electoral process. Your responsibility entails the meticulous dissemination of vital information to the university's diverse student body, focusing on the steadfast adherence to the 10 fundamental principles of ethics in communication throughout this significant electoral event.

Required

- A. Write an internal memo to all the students and members of staff regarding the importance of the upcoming student elections, and how students should uphold the 10 principles of ethics in communication during the election. (30 marks)
- B. As the Communication Officer at ZCAS University, tasked with ensuring ethical communication for the student union elections, outline and describe five effective strategies to minimize or prevent the grapevine channel of communication among the university's diverse student body during the elections. (10 marks)

Total 40 marks

SECTION B: Attempt any THREE questions in this section

Question 2

You are a Tutor at a prestigious ZCAS university, and you have been asked to review and evaluate a student's essay. The student, John, is struggling to grasp the features of academic writing and differentiate it from general writing. John's essay on climate change lacks coherence and structure, making it difficult to follow the arguments presented. The paragraphs seem disorganized and lack proper academic conventions. As his instructor, you need to identify the weaknesses in John's academic paragraphs and provide constructive feedback to help him understand the distinctions between academic and general writing.

Required

- A. As a student in academic writing, Identify and explain 5 features of academic writing that are lacking in the essay written by John and explain how these features contribute to effective academic communication or writing. (10 marks)
- B. Analyze John's essay and identify possible ten weaknesses in his academic paragraphs. Explain how these weaknesses impede the clarity, coherence, and persuasiveness of his arguments. (10 marks)

Total 20 marks

Question 3

- A. Based on the case study from question 2, imagine you are counseling John on plagiarism and academic integrity, by giving practical examples, identify and explain five types of plagiarism. (10 marks)
- B. Discuss the consequences of academic misconduct, regarding plagiarism, on a student's academic and professional career. (10 marks)

Total (20 marks)

Question 4

Critically examine the significance of persuasive, and argumentative skills in the context of academic writing. Explore strategies to enhance these skills and improve the clarity of your writing for better reader comprehension. (20 marks)

Question 5

Write brief notes on the following:

- A. Cornell note taking method (5 marks)
- B. Outline note taking method (5 marks)
- C. Spider web note taking method (5 marks)
- D. Sentence or paragraph note taking method (5marks)

Total 20 marks

End of examination