



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF COMMUNICATION

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: VARIOUS	LEVEL: 6
COURSE CODE: SPW611S	COURSE NAME: Specialised Writing
SESSION: JUNE 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Ms. A. Tjiramanga Dr. C. Peel
MODERATOR:	Mr. A. Brewis

INSTRUCTIONS	
<ol style="list-style-type: none">1. Answer any THREE questions.2. Write clearly and neatly.3. Number the answers clearly.	

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)

Answer any three of the questions below.

Question 1

(25 marks)

Write a complaint and a corresponding adjustment letter on the following: An intending passenger fails to catch a flight from Hosea Kutako Airport because of a check-in system malfunction. The passenger writes to the airline requesting a refund or discount on a later flight, but in the adjustment letter, the airline refuses to re-route the passenger, or to offer any discount or refund.

Question 2

(25 marks)

Imagine the following scenario:

You are a communication officer in the Communication department at the Municipality. You are supposed to design a questionnaire to find out whether the communication of your department reaches people in the informal settlements.

Design a questionnaire with 10 – 12 questions including three demographic questions to find out:

1. What people in the informal settlements think about their situation;
2. How the municipality communicates issues related to water;
3. If and how the municipality should make changes or improvements to the current ways of communicating with the public;
4. What exactly the issues are that the settlers have and how they suggest the municipality should alleviate their plight.
5. Any other questions that you think are suitable.

Question 3

(25 marks)

You are asked to write a memorandum on editing skills, detailing editing techniques and examples, to the junior members of the Communication Department in your organisation.

Question 4

(25 marks)

Write a newsletter article on the importance of formal writing in a professional setting.

Total: 75 marks