



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 EXAMINATION

COURSE CODE: MAC313
COURSE TITLE: CRITICAL WRITING AND REVIEWING
UNITS: 2
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

1. a. The beginning of the review is usually considered as the most important part of a review. Discuss. (15 Marks)
b. The body of a review contains the main gist of the review. Identify the areas it addresses. (15 marks)
2. a. What is indirect data? (10 Marks)
b. Oscar Thompson classified the components of criticism into three, discuss them. (10 marks)
3. a. Form is the label or part the work being reviewed are broken down into, discuss. (10 marks)
b. Formalistic review approach is the close study of work, discuss. (10 Marks)
4. a. What is Authoritarian criticism? (10 Marks)
b. Identify and briefly explain the four functions of critical writing. (10 Marks)
5. a. Evaluation is one of the requirements for effective critical thinking, discuss. (10 Marks)
b. What does it mean to be critical? (10 Marks)
6. a. Identify and explain the FOUR things critical writing encompasses. (10 Marks)
b. How related are critical writing and news writing? (10 Marks)

Question Three

3A. Solve for X and Y in the system of equations: **12 marks**

$$3X - 4Y = 13$$

$$3Y + 2X = 3$$

3B. Investors prefer bonds and debentures backed by sinking funds because there is less risk of a default. Describe the various ways sinking fund may operate. **8 marks**

Question Four

4A. Find $\int \sin^2 x \cos^2 x \, dx$ **10 marks**

4B. Explain the following terms: **10 marks**

- i. Sinking Fund
- ii. Annuity

QUESTION THREE

- a) Explain the multi-variate regression technique used in demand forecasting. How does this technique work and what are the steps involved in this analysis? (7 marks)
- b) Compare and contrast the Linear Function and Power Function forms of multi-variate demand functions. Give the formula of each function and explain how it can be used in demand forecasting. (6 marks)
- c) Briefly explain the Simultaneous Equations Method used in demand forecasting. Define endogenous and exogenous variables and their roles in this method. Use the provided macroeconomic model to illustrate this method. (7 marks)

QUESTION FOUR

- a) What is the critical value of output (Q) that minimises the average variable cost (AVC) based on the provided AVC function, and what is its value in monetary terms? (7 marks)
- b) How can the level of output that minimises the average total cost (ATC) be determined based on the ATC function? (6 marks)
- c) Based on the provided short-run cost function, calculate and interpret the optimum level of output in the short-run where the average cost (AC) equals the marginal cost (MC). (7 marks)