



**ALUPE
UNIVERSITY**

OFFICE OF THE DEPUTY VICE CHANCELLOR
ACADEMICS, RESEARCH AND STUDENT AFFAIRS

UNIVERSITY EXAMINATIONS

2024/2025 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER MAIN EXAMINATION

FOR THE BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC
RELATIONS

COURSE CODE: CMM 111

**COURSE TITLE: INTRODUCTION TO
COMMUNICATION**

DATE: 6/01/2025

TIME: 11.00am.-2.00pm

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE
- THIS PAPER CONSISTS OF 3 PRINTED PAGES
- PLEASE TURN OVER

MAIN/REGULAR
COURSE CODE: CMM 111 TITLE: INTRODUCTION TO COMMUNICATION

STREAM: CPR

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i. Answer three questions. Question one is compulsory*
- ii. Do not write on the question paper*

QUESTION ONE

- a) Discuss **FIVE** roles that clear messaging play in the effectiveness of Kenya's HIV/AIDS awareness campaigns and COVID-19 vaccination drives. **(10 marks)**
- b) Identify and explain **FIVE** ways in which Maasai cultural tourism and community-based interactions have been influenced by intercultural communication. **(10 marks)**
- c) Examine **FIVE** key uses of social media in the political campaigning and misinformation during the 2017 and 2022 Kenyan elections. **(10 marks)**

QUESTION TWO

- a) Explain the Diffusion of Innovations Theory in the context of the spread of mobile money services like M-Pesa in Kenya. **(8 marks)**
- b) Analyze how individuals from different ethnic backgrounds adapt their communication styles to promote unity or assert their identity in intercultural interactions. **(12 marks)**

QUESTION THREE

- a) Evaluate **FIVE** impacts of social media platforms on public opinion and political engagement, particularly among the youth during elections in Kenya. **(10 marks)**
- b) Explore **FIVE** strategies that Kenyan businesses can implement to select effective communication channels for enhancing customer engagement in a multicultural marketplace. **(10 marks)**

QUESTION FOUR

- a) Formulate four strategies that Kenyan NGOs can utilize to minimize external noise when disseminating health information in rural regions. **(8 marks)**
- b) Design an intercultural communication framework aimed at resolving conflicts within Kenyan communities. **(12 marks)**

QUESTION FIVE

- a) Assess **FIVE** ways how Kenyan NGOs can effectively encode and disseminate health information using digital media in rural communities. **(10 marks)**
- b) Demonstrate how modern communication technologies, like mobile banking (M-Pesa), facilitate business transactions and enhance customer relations in Kenya's digital economy. **(10 marks)**