



OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2018 /2019 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

FOR THE DEGREE OF BACHELOR OF SCIENCE IN COMMUNICATIONS AND PUBLIC RELATIONS

COURSE CODE: CMM 114

COURSE TITLE: INTRODUCTION TO MEDIA STUDIES

DATE:15/04/2019

TIME: 2.00PM-5.00PM

INSTRUCTION TO CANDIDATES

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THIS PAPER CONSISTS OF 3 PRINTED PAGES

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INSTRUCTIONS TO CANDIDATES

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

QUESTION ONE

- a) Electronic media is currently relied upon by most of the people. As a communication analyst, explain **five** Characteristics that have contributed to this **(15 Marks)**.
- b) Explain **five** factors that would influence a communicator to use multimedia in disseminating messages to a given audience **(15 Marks)**

QUESTION TWO

- a) The significance of the media cannot be over emphasized, yet, media often time undermine human values. With the help of clear examples, argue this case. **(10 Marks)**
- b) Expound on any **five** possible barriers audience can experience when listening to media and how can they overcome them **(10 Marks)**

QUESTION THREE

- a) Discuss the features, organization and ownership of Radio in Kenya. **(10 Marks)**
- b) Elaborate **five** features which have made the radio a popular mass media even during the digital era **(10 Marks)**

QUESTION FOUR

- a) Illustrate **seven** factors that influence the choice of the media of communication in disseminating messages **(14 Marks)**
- b) Explain **two** common characteristics of all media **(6 Marks)**



QUESTION FIVE

- a) Discuss **five** social-political and economic advantages and disadvantages of internet use **(10 Marks)**
- b) Compare and contrast print and electronic media **(10 Marks)**

