



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2019/2020 ACADEMIC YERA  
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF SCIENCE AND INFORMATION SCIENCES  
UNIVERSITY EXAMINATIONS FOR THE DEGREE  
OF BACHELOR OF SCIENCE (COMPUTER  
SCIENCE)**

**COURSE CODE: INS 1106  
COURSE TITLE: INTRODUCTION TO  
COMMUNICATION & MASS MEDIA**

**DATE: 16<sup>TH</sup> DECEMBER, 2019**

**IME: 1430 - 1630 HRS**

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## **INSTRUCTIONS**

Answer Question ONE and any other TWO

## **QUESTION ONE (COMPULSORY 30 MARKS)**

### **SECTION A**

#### **QUESTION ONE**

- a. Make brief notes on the following terms as used in communication.
- i** Communication **(4 Marks)**
  - ii** Non-verbal communication **(4 Marks)**
  - iii** Mass communication **(4 Marks)**
- b. Highlighting the components of communication, discuss the communication process. **(10 Marks)**
- c. Describe the impact of mass media on the following areas;
- i** Social interaction **(4 Marks)**
  - ii** Politics **(4 Marks)**

### **SECTION B**

#### **QUESTION TWO**

Broadly discuss FOUR types of mass media in mass communication. **(20 Marks)**

#### **QUESTION THREE**

- a. Outline the contribution of mass media in relation to the economic field in Kenya. **(12 Marks)**
- b. Discuss the FOUR functions of communication. **(8 Marks)**

#### **QUESTION FOUR**

Differentiate between the following terms as used in mass communication.

- i** Print Media
- ii** Electronic media
- iii** Broadcast media
- iv** Outdoor media **(10 Marks)**

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