



# **MAASAI MARA UNIVERSITY**

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

**SCHOOL OF SCIENCE AND INFORMATION  
SCIENCES**

**UNIVERSITY EXAMINATIONS FOR THE DEGREE  
OF BACHELOR OF SCIENCE (COMPUTER  
SCIENCE)**

**COURSE CODE: INS 4105  
COURSE TITLE: NEW MEDIA**

**DATE: 2<sup>ND</sup> DECEMBER 2019**

**TIME: 1100 - 1300HRS**

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**INSTRUCTIONS**

Answer Question ONE and any other TWO

## **SECTION A**

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

#### **QUESTION ONE**

- a. Explain the following terms as used in new media. **(5 Marks)**
- Cyberbullying
  - False sense of connection
- b. Differentiate between traditional and new media. **(4 Marks)**
- c. Make brief notes on any **THREE** forms of new media of your choice. **(6 Marks)**
- d. Outline the impact of digital media on the following:
- Business **(5 Marks)**
  - Health and Nutrition **(5 Marks)**
  - Parenting **(5 Marks)**

## **SECTION B**

#### **QUESTION TWO**

The government presented a bill on media regulation to parliament for consideration. In light of the statement above, clearly discuss the importance of regulation on new media platforms. **(20 Marks)**

#### **QUESTION THREE**

- a. Discuss the positive impact of new media. **(10 Marks)**
- b. Discuss the concept of intellectual property rights in Kenya. **(10 Marks)**

#### **QUESTION FOUR**

- a. Apart from the many advantages of new media, discuss with the aid of examples the major setbacks of new media to society. **(10 Marks)**
- b. Discuss the effect of new media on politics. **(10 Marks)**

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