



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY
EXAMINATIONS
2018/2019 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL
SCIENCES
BACHELOR OF COMMUNICATION AND
PUBLIC RELATIONS**

COURSE CODE: CMM 428

**COURSE TITLE: INTERNET AND
ELECTRONIC**

PUBLISHING

DATE: TT APRIL 2019

TIME:

INSTRUCTIONS TO CANDIDATES

Answer question ONE and any other TWO questions

This is a practical exam that seeks to test a students' ability to keep up with the ever-evolving electronic world that we live in. Pegged on Technological determinism theory of mass communication, every student should demonstrate the following:

1. Open a blog and ensure that the blog has at least two feature stories. Each story should have at least 800 words. (30 marks)
2. Open a face-book account that is linked to your blog. (20 marks)
3. Open a twitter account (20 marks)