



# **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:**

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**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)