

MAASAI MARA UNIVERSITY

UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR

THIRD YEAR SEMESTER ONE UNIVERSITY EXAMINATIONS

FOR THE DEGREE OF BACHELOR OF INFORMATION SCIENCES

COURSE CODE: INS 2207

COURSE TITLE: PACKAGING OF INFORMATION

DATE: APRIL 2019 TIME: DURATION: 2 HRS

INSTRUCTIONS TO CANDIDATE

Answer question One and any Two

1a) Define “information repackaging” (2 marks)

b) Differentiate between an index and abstract (2 marks)

c) Explain content analysis (2 marks)

d) Differentiate between editorial and feature story (4 marks)

f) State four guidelines for effective writing (4 marks)

g) Differentiate Data, Information, Knowledge, and wisdom (4 marks)

h) You are designing information packaging program for either health care or agricultural sector. Explain the material you would consider for repackaging, who would be your potential audience, and what means of delivery you would use.

(12 marks)

2a) What is PAFEO and how would you apply it writing (6 marks)

2b) Discuss four reasons for repackaging information (8 marks)

2c) Explain two types of abstracts and their significance in research

(6 marks)

3a) Discuss the significance of conducting an audience study in the information repackaging process.

(8 marks)

3b) State any four barriers to fruitful use of information (8 marks)

3c) Explain the format of a report (4marks)

4a) Discuss any four major factors to be considered when repackaging scientific publications for non-scientists.

(8 marks)

4b) Explain fundamental components of project worksheet (12 marks)