



# MAASAI MARA UNIVERSITY

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

**SCHOOL OF ARTS & SOCIAL  
SCIENCES  
BSc COMMUNICATION & PUBLIC  
RELATIONS**

**COURSE CODE: CMM 409  
COURSE TITLE: INTERNATIONAL  
COMMUNICATION**

**DATE: 29<sup>TH</sup> APRIL 2019**  
**10.30AM**

**TIME: 8.30AM-**

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**Answer question ONE and any other TWO questions**

*This paper consists of **TWO** printed pages. Please turn over.*

**Question 1**

i. Briefly define international communication, identify and describe 3 needs of international communication.

(15 marks)

ii. "It is believed that "Aid" flows from the North to the south yet the gold mines are in the South". Discuss this assertion with reference to the development of the south.

(15 marks)

**Question 2**

There is a belief that global television journalism is in favour of the "North". Discuss.

(20 marks)

**Question 3**

Discuss the role of technology in international communication. Discuss this with reference to the developed and developing countries.

(20 marks)

**Question 4**

Discuss any 2 emerging issues in international communication.  
(20 marks)

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