



# **MAASAI MARA UNIVERSITY**

**REGULAR 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: REPACKAGING OF  
INFORMATION**

**DATE: 29<sup>TH</sup> APRIL 2019  
1300HRS**

**TIME: 1100 -**

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## **INSTRUCTIONS TO CANDIDATES**

### **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)**

**//END**