



KIBABII UNIVERSITY COLLEGE (KIBUCO)

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2014 /2015 ACADEMIC YEAR**

FIRST YEAR SECOND SEMESTER EXAMINATIONS

MAIN EXAMINATION (SCHOOL-BASED)

FOR THE DEGREE

OF

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 101

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

DATE: 14TH JANUARY, 2015

TIME: 3.00-5.00 P.M.

INSTRUCTIONS TO CANDIDATES:

Answer Question ONE and any other Two Questions

TIME: 2 Hours

1. a) Define mass communication (2 marks)
b) Using relevant examples state and discuss four basic levels of communication (16 marks)
c) Discuss the role of communication in a society (12 marks)
2. Discuss any five models of communication (20 marks)
3. State and discuss any five types of Radio Broadcasting (20 marks)
4. Describe how the internet has impacted Radio broadcasting (20 marks)
5. Define the following terms:- (10 marks)
 - i. Blogs
 - ii. Vlogs
 - iii. Podcas
 - iv. News Portal
 - v. Internet Radio
b) Discuss the structure of newspaper organization (10 marks)
6. a) Highlight characteristics of magazines and discuss any five (10 marks)
b) Discuss merits of Radio broadcasting over Television (10 marks)