



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR  
FIRST YEAR FIRST SEMESTER**

### **SPECIAL EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS  
COMMUNICATION**

**COURSE CODE: JMC 112**

**COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION**

**DATE: WED 20<sup>TH</sup> JULY 2022    TIME: 8.00 AM – 10 AM**

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#### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

**TIME: 2 Hours**

*This Paper Consists of 2 Printed Pages. Please Turn Over. ►*

**KIBU** observes **ZERO** tolerance to examination cheating

## **SECTION A: COMPULSORY (30 MARKS)**

- a) Making reference to both online platforms, broadcast and print media, explain five functions of yellow journalism (10 marks)
- b) Discuss five technological innovations that have revolutionised mass media in Kenya in the last five years.(10marks)
- c) Explain five challenges that face the film industry in Kenya (10marks)

## **SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)**

### **QUESTION TWO (20 marks)**

Explore five benefits of media conglomerates in Kenya to its audiences.

### **QUESTION THREE (20 MARKS)**

Examine five challenges that face the magazine industry in Kenya.

### **QUESTION FOUR (20 MARKS)**

Using specific practical examples, discuss five characteristics that make mass media unique compared to other forms of communication.