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*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

### **MAIN EXAMINATION**

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

**COURSE CODE: JMC 112**

**COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION**

**DATE: 27/01/2022**

**TIME: 2.00-4.00PM**

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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)

1. Read the following conversation between a radio presenter and a caller and then answer the questions that follow.

Presenter: Hallo?

Caller; *Hallo! Yes; my name is Shimalabandu of Muliro Katens in Khakhamegha. I am riding my bicycle on the way to Shikolo Market. Please allow me to convey my regards to the following: my wife Lustina, my daughter Khapere, my uncle Shamakhokho from Shitswitswi and my friend Kalabayi from Ichinga... please tell them that I am getting on just fine as I listen to my favourite program on radio. Salamu ni nusu ya kuonana.*

- (a) Explain at least **five** reasons why Shimalabandu does not have any obstacles consuming his preferred media. **(5marks)**.
- (b) Discuss **five** reasons why Shimalabandu prefers radio to television. **(5 marks)**
- (c) Explore five challenges listeners like Shimalabandu are likely to face from time to time while listening to radio(10marks)
- (d) Explain five ethical challenges that such a radio station is likely to face in Kenya today(10marks)

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

### QUESTION TWO (20 marks)

Explore five ways in which modern technology has revolutionized the print media industry in Kenya to the benefit of its readers.

### QUESTION THREE (20 MARKS)

Examine five reasons that make the government to control and regulate mass media in Kenya today.

### QUESTION FOUR (20 MARKS)

Using specific practical examples, discuss five ways in which the movement from analog to digital television has been of great benefit to the audience in Kenya and beyond.

### QUESTION FIVE (20 MARKS)

Basing your arguments on at least four media conglomerates that operate in Kenya today, examine any five benefits that those media corporates have brought to the country in the last five years.