



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2022/2023 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: 19TH DECEMBER, 2022

TIME: 2.00 - 4.00PM

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

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Discuss five ways how as a student of journalism you can generate media content for mainstream media in Kenya today. (10 marks)
- b) Identify and explain five steps involved in the writing of a book. (10 marks)
- c) Explore five benefits that Kenya gained as a result of the movement from Analog to Digital media. (10 marks)

QUESTION TWO (20 MARKS)

Making reference to more than five different types of books, discuss five advantages that books have over Daily newspapers.

QUESTION THREE (20 MARKS)

Assume that you have been employed as the Head of the Communications and Marketing in the Film Industry in Kenya. Examine five strategies that you will recommend to improve and turn around the film industry in the country, to make it profitable

QUESTION FOUR (20 MARKS)

Making reference to production of documentaries or news coverage, identify and discuss in details any five incidents which may necessitate the use of drones for journalistic purposes

QUESTION FIVE (20 MARKS)

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