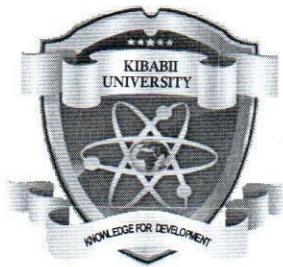


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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2022 /2023 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

MAIN EXAMINATION

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

COURSE CODE: JMC 122

COURSE TITLE: INTRODUCTION TO JOURNALISM

DATE: 17TH APRIL, 2023

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) Differentiate journalism from mass communication. (4 marks)
- b) Explain five functions of the mass media. (10 marks)
- c) Describe three types of mass communication. (6 marks)
- d) Explain five advantages of oral communication. (10 marks)

QUESTION TWO (20 MARKS)

- a) Give six examples of written communication. (6 marks)
- b) Describe seven circumstances that you would prefer using written communication. (14 marks)

QUESTION THREE (20 MARKS)

- a) What is mode of communication? (2 marks)
- b) Describe three modes of communication that are commonly used in journalism. (6 marks)
- c) Explain six underlying principles for effective oral communication. (12 marks)

QUESTION FOUR (20 MARKS)

- a) Describe teleconferencing. (2 marks)
- b) Illustrate four merits of telephone communication. (8 marks)
- c) Describe five guidelines for leaving a voice message. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Define an e-mail. (2 marks)
- b) Explain three advantages of grapevine communication within an organization. (6 marks)
- c) Justify four ways in which noticeboards are important to an organization. (8 marks)
- d) Explain two situations in which silence can be used effectively as a communication mode within an organization. (4 marks)