



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC YI, SI)

**BMC 2101: MASS COMMUNICATION**

END OF SEMESTER EXAMINATIONS

**SERIES: APRIL 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

***This paper consists of Two printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

- a) Define the following terms in mass communication. **(10 marks)**
- i) Book
  - ii) Media literacy
  - iii) Radio
  - iv) Communication
  - v) Convergence
- b) Citing relevant examples, explain the **THREE** major orientations of ‘uses and gratification theory’. **(6 marks)**
- c) Distinguish between ‘interpersonal communication and ‘Mediated Communication’. **(4 marks)**

### QUESTION 2

Explain any **FIVE** components of media literacy. **(10 marks)**

## SECTION B (Answer any TWO questions)

### QUESTION 3

- a) Briefly discuss the impact of print media on the society. **(15 marks)**
- b) Discuss the role of industrialization in furthering literacy showing the link between the two. **(5 marks)**

### QUESTION 4

- a) Describe the components of Shannon and Weaver model of communication. **(10 marks)**
- b) Explain **TWO** weaknesses and **TWO** strengths of the above (4 a) model. **(10 marks)**

### QUESTION 5

- a) Discuss the ‘cultivation theory’ of mass communication. **(10 marks)**
- b) Briefly explain any **FIVE** forms of mass media. **(10 marks)**