



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION
(CMAC I)

BMC 1102: INTRODUCTION TO MASS COMMUNICATION

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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) Mention any **FIVE** significance of mass communication. **(5 marks)**
- b) State why you would prefer radio as a mode of advertising. **(5 marks)**
- c) Give any **FIVE** importance of interpersonal communication. **(5 marks)**
- d) Identify any **FIVE** sources of news to a journalist. **(5 marks)**
- e) Explain any **FIVE** disadvantages of oral communication. **(5 marks)**
- f) Mention the **FIVE** elements used by Harold Laswell to describe the communication process. **(5 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss any **FIVE** fundamental elements of media literacy. **(20 marks)**

QUESTION 3

With relevant examples, explain the following theories of mass communication:

- a) Two step theory. **(10 marks)**
- b) Hyperdemic needle theory. **(10 marks)**

QUESTION 4

Discuss reasons why the governments should regulate media around the world. **(20 marks)**

QUESTION 5

- a) Explain any **FIVE** significance of yellow journalism. **(10 marks)**
- b) Explain any **FIVE** features of Human communication. **(10 marks)**