



Technical University of Mombasa

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC

CERTIFICATE IN MASS COMMUNICATION II

BMC 1102 : INTRODUCTION TO MASS COMMUNICATION

SPECIAL/SUPPLEMENTARY: EXAMINATIONS

SERIES: OCTOBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **FIVE** questions.
- Answer question **ONE (Compulsory)** and any other **TWO** questions

This paper consists of 2 PRINTED pages

SECTION A

QUESTION ONE (Compulsory)

- a) The Technical University of Mombasa is to hold its graduation ceremony in two weeks time. The PR department publicized the event. Identify the following elements of communication in relation to this :
- (i) Sender (2 marks)
 - (ii) Message (2 marks)
 - (iii) Receiver (2 marks)
 - (iv) How to gauge the feedback (2 marks)
- b) List FIVE reasons why a journalist should study the models of construct (5 marks)
- c) Identity any FIVE types of psychological noise (5 marks)
- d) List FIVE functions of Mass Communication to the society. (5 marks)
- e) Identify FIVE reasons why print media has remained relevant despite the evolution of technology. (5 marks)

SECTION B

(Answer Any TWO)

QUESTION TWO

- Explain FIVE elements of that influence the communication process (10 marks)
- (i) Define the term "NOISE" (2 marks)
 - (ii) Explain FOUR barriers of communication (8 marks)

QUESTION THREE

- a) Explain the haustella model of communication and provide soluble examples (12 marks)
- b) Outline FOUR function of Mass Communication to the modern society (8 marks)

QUESTION FOUR

- Discuss why Modern day journalists should learn Mass Communication theories (20 marks)