



**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)**