



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

## ***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(CMC)

## **INTRODUCTION TO MASS COMMUNICATION**

END OF SEMESTER EXAMS

**SERIES:** APRIL/MAY 2010

**TIME:** 2 HOURS

### **INSTRUCTIONS TO CANDIDATES**

1. The paper consists of **FIVE** questions. Attempt three questions in total.
2. Question **ONE** is compulsory.
3. Answer any other **TWO** questions.

- Q.1 With the aid of a diagram, explain the HUBS model of communication and also explain how it may be applicable in Kenya. (30 marks)
- Q.2 Explain the following terms as used in mass communication.
- (a) Intrapersonal communication. (4 marks)
  - (b) Interpersonal communication. (4 marks)
  - (c) Group communication. (4 marks)
  - (d) Mass communication. (4 marks)
  - (e) Human Relations. (4 marks)
- Q.3 State and explain **TEN** tasks of mass communication content. (20 marks)
- Q.4 Discuss the functions of mass communication in the modern society. (20 marks)
- Q.5 State and explain **TEN** barriers to communication. (20 marks)