



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

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

**BMC 4113: INTRODUCTION TO MASS COMMUNICATION**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** FEBRUARY 2013

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- Answer question **ONE (Compulsory)** and any other **TWO** questions  
***This paper consists of Two printed pages***
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**SECTION A (Compulsory)**

**QUESTION 1**

Outline the development of the Gutenberg's printing press and its contribution to the advancement of mass communication. **(15 marks)**

**QUESTION 2**

Discuss the 'Authoritative' theory of the media while stating how this could positively be applied to the Kenyan media. **(15 marks)**

**SECTION B (Answer any TWO questions)**

**QUESTION 3**

Highlight any **FOUR** major developments of the broadcast media in Kenya. **(20 marks)**

**QUESTION 4**

“The internet should not be regarded as a form of mass communication. Discuss any **FIVE** points on whether you agree or disagree with the statement. **(20 marks)**

**QUESTION 5**

Discuss any **FIVE** aspects of the ‘social Responsibility theory of the media. **(20 marks)**