



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 1)

BMC 2101: MASS COMMUNICATION

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

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) Discuss the justification of studying mass communication. **(10 marks)**
- b) Outline any Five functions of the media. **(5 marks)**
- c) Explain the relevance of convergency. **(5marks)**
- d) State any FIVE challenges faced by the media. **(10marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

Discuss how Agenda setting Theory was used before and after the March 2013 General and Presidential elections. **(20 marks)**

QUESTION 3

Outline the development and the study of mass communication. **(20 marks)**

QUESTION 4

Compare and contrast'' OsgoodSSchram'' and ''Shannon and Weaver'' Models of communication **(20 marks)**

QUESTION 5

Explain any Two theories of mass communication and also explain their utility in the understanding of mass communication. **(20 marks)**

QUESTION 6

Discuss the 'uses and gratification'' studies. **(20marks)**