



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS I)

BMC 1102: INTRODUCTION TO 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) List Five characteristics of Mass communication. (5marks)
- b) Explain five elements of communication process. (5 marks)
- c) Identify five importances of print media. (5 marks)
- d) State five strengths of Radio. (5marks)
- e) Identify five features of magazine over News paper. (5marks)
- f) Explain the reasons why it is crucial to study theories of communication for a Journalist. (5marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Identify and Discuss major difference between Aristotle and Laswellion model. (20marks)

QUESTION 3

- a) Explain the function of Gate keeping in Mass comparison (10 marks)
- b) Explain at least Five non verbal ques that are employed in face to face communication interviews. (10marks)

QUESTION 4

- a) Briefly describe the magic bullet theory of mass communication. (10marks)
- b) Explain Advantages of Oral Communication. (10marks)

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