



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION NOVEMBER-2016

EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS
(DPR SEPT 2016)

UNIT CODE: CMPR 1103

UNIT TITLE: MASS COMMUNICATION

DATE: 28TH NOVEMBER, 2016

TIME: 2:00 PM – 4:00 PM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Define the following terms as used in mass communication
- Heterogeneous (2 marks)
 - Anonymous (2 marks)
 - Mass produced messages (2 marks)
 - Media channel (2 marks)
 - Audience (2 marks)
- (b) Describe the history & evolution of mass communication in Kenya (10 marks)
- (c) Discuss FIVE functions of mass communication in Africa (10 marks)

QUESTION TWO

- (a) State any FIVE aspects of mass communication (5 marks)
- (b) Explain the distinct characteristics of the following mass channels media
- Print media (5 marks)
 - Electronic media (5 marks)
 - New media (5 marks)

QUESTION THREE

- (a) Highlight FIVE advantages and FIVE disadvantages of Mass Media in the world (10 marks)
- (b) Using a simple linear diagram, discuss the elements of mass communication (10 marks)

QUESTION FOUR

- (a) State FIVE characteristics of mass communication (5 marks)
- (b) Describe any THREE common types of radio stations in Kenya (5 marks)
- (c) Discuss the control of ownership of the media in Kenya (10 marks)

QUESTION FIVE

- (a) Discuss the historical effects of the following in the path of global communication
- Telegraph (5 marks)
 - Language (5 marks)
 - Writing (5 marks)
 - Printing (5 marks)