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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/2021 ACADEMIC YEAR ONE**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF PURE AND APPLIED SCIENCES**

**FOR THE DEGREE OF BACHELOR OF INFORMATION SCIENCE**

**COURSE CODE: INS 112**

**COURSE TITLE: INRODUCTION TO COMMUNICATION AND MASS MEDIA**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 20/08/2021 TIME: 09.00-11.00 AM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Outline the key stages in the development of human communication. (5marks)
2. Explain the elements in the communication process. (10marks)
3. Giving specific examples, discuss the functions of Mass Communication .(15marks)

**QUESTION TWO**

1. Explain the characteristics of communication. (10marks)
2. Outline the features of Mass Communication. (10**marks**)

**QUESTION THREE**

1. Identify and explain any five Media Laws applicable in Kenya (10marks)
2. Explain any two of the following communication models. (10 marks)

**QUESTION FOUR**

1. Choose **one** media from the list below, outline its historical development, and explain its characteristics and its future prospect.

Radio

Television

Newspapers

Magazine (**10 marks)**

1. Explain any five barriers to effective communication. (10marks)

**QUESTION FIVE**

1. Explain any five communication strategies that can be used in work environment. (10marks)
2. Discuss the impact of the new media on Mass Communication. (**10marks**)