

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF SCIENCE IN INFORMATION SCIENCE**

**BSIS 261 : COMMUNICATION AND MASS MEDIA**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 24/3/2021**

**8.30 AM – 10.30 AM**

**INSTRUCTIONS:**

- Answer question ONE (Compulsory) and any other TWO questions.
- Do not write on the question paper

- 1.(a) Grapevine is beneficial in an information centre. Discuss. [20 Marks]
    - (b) Explain FIVE barriers to communication in an information centre. [10 Marks]
  - 2.(a) Explain the role of mass communication in society. [10 Marks]
    - (b) Describe the communication accommodation theory. [10 Marks]
  3. (a) “ Communication often satisfies information needs” In light of this statement, describe the communication process. [10 Marks]
    - (b) Explain FIVE features of mass communication. [10 Marks]
  - 4.(a) “ Active listening shows that you care about not only the communication but also the sender” Discuss the relevance of active listening to the interpretation of user inquiries. [10 Marks]
    - (b) Explain FIVE digital media used in communication. [10 Marks]
  - 5.(a) Effective communications is beneficial in a library. Discuss [10 Marks]
    - (b) Explain the following terms. [10 Marks]
      - (i) Communication barrier
      - (ii) Language
      - (iii) Language
      - (iv) Encoding
      - (v) Mass media
- .....