

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF**

**BSIS 401: INFORMATION IN SOCIETY**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 31/3/2021**

**2.30 PM – 4.30 PM**

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**INSTRUCTIONS:**

- Answer three questions
- Question one is compulsory and carries 30 marks
- All the other questions carry 20 marks each.

1. (a) Explain the concept of “ information need’ and distinguish it from information want” [5 Marks]  
(b) Outline and briefly explain the process of human communication cycle. [10 Marks]  
(c) Information users are classified according to the nature of information and its use.  
Highlight five categories of information users while clearly showing how each category differs from the other. [15 Marks]
  2. Highlight five categories of information users and explain the use to which they put their kind of information. [20 Marks]
  3. With appropriate examples, explain the following concepts;  
(a) Information society  
(b) Digital society  
(c) Mass society  
(d) Consumer society  
(e) Industrial society [20 Marks]
  4. With justification, discuss what you would consider as the real information needs for rural Kenya. [20 Marks]
  5. Highlight and discuss 10 barriers towards effective acquisition and utilization of information in Kenya. [20 Marks]
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