

CHUKA



UNIVERSITY

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**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
COMMUNICATION MEDIA**

**COMM 331: INFORMATION TECHNOLOGY, COMMUNICATION AND SOCIAL
CHANGE**

STREAMS: BA COMM

TIME: 2 HOURS

DAY/DATE: MONDAY 05/07/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer question ONE and any other TWO question.

SECTION A

QUESTION 1

- (a) Define the following terms:
- | | |
|--|----------|
| (i) Information Communication Technology | (1 mark) |
| (ii) Digitization | (1 mark) |
| (iii) Big data | (1 mark) |
- (b) Using appropriate examples, discuss the relevance of McLuhanism to ICT and its effects on society. (15 marks)
- (c) Explain three ICT tools that have been useful in ensuring the continuation of teaching and learning during the closure of schools around the world as a result of the Covid-19 pandemic. (12 marks)

SECTION B

QUESTION 2

- (a) With the help of examples, describe any four sub-divisions of ICTs. (12 marks)
- (b) Explain how the use of any two digital media tools has revolutionized the media industry. (8 marks)

QUESTION 3

Discuss four ethical issues associated with advances in ICT. (20 marks)

QUESTION 4

Using relevant examples, describe five ways through which ICTs have helped farmers to improve their agricultural production. (20 marks)

QUESTION 5

With the help of relevant examples, discuss the use of ICTs in ensuring accessible and quality healthcare. (20 marks)
