

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
SCIENCE IN INFORMATION SCIENCE

BSIS 261: COMMUNICATION AND MASS MEDIA

STREAMS: BSIS

TIME: 2 HOURS

DAY/DATE: MONDAY 09/12/2019

11.30 A.M. – 1.30 P.M.

**INSTRUCTIONS:**

- Answer question ONE and any other TWO questions
- Do not write on the question paper

- (a) Explain FIVE components of communication process [10 marks]
  - (b) Explain FIVE psychological barriers in communication [10 marks]
  - (c) Explain the following terms
    - (i) Communication
    - (ii) Decoding
    - (iii) Mass media
    - (iv) Cross cultural communication
    - (v) Mass communication
- (a) Explain Shannon and weaver model of communication [10 marks]
  - (b) Explain FIVE sources of external communication in a resource center [10 marks]
- (a) Explain FIVE benefits of mass media in the society [10 marks]
  - (b) Describe FIVE characteristics of communication [10 marks]
- (a) Explain FIVE useful channels in a library good communication [10 marks]
  - (b) Describe FIVE elements of mass communication [10 marks]
- (a) Describe FIVE attributes of mass communication [10 marks]
  - (b) Explain FIVE new age media used in communication [10 marks]