

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF LIBRARY
INFORMATION SCIENCE**

BSIS 401: INFORMATION IN SOCIETY

STREAMS: BSIS

TIME:2 HOURS

DAY/DATE: TUESDAY 17/12/2024

8.30 A.M. –10.30 A.M.

INSTRUCTIONS TO CANDIDATES

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- **Answer three questions**
- **Question one is compulsory and has 30 marks**
- **All other questions are 20 marks each**

QUESTION ONE

- a) Citing any one communication model, explain the concept of information encoding and decoding (10 marks)
- b) Quite often, information is equated to power in society. Discuss in five points (10 marks)
- c) What would you consider to be five key information wants of an enterprising Journalism student in search of professional engagement in Kenya? (10 marks)

QUESTION TWO

Culture, both material and oral, is highly associated with information acquisition. Discuss with reference to your own culture (20 marks)

QUESTION THREE

With clear examples drawn from the Kenyan experience, make a clear understanding and application of the following information concepts;

- a) Digital divide

b) Information superhighway

c) Data management

d) Knowledge management

e) Media literacy. (20 marks)

QUESTION FOUR

A research agency has been contracted to undertake a study on factors influencing agricultural information uptake in an identified rural community. Discuss how the agency should go about the study (20 marks)

QUESTION FIVE

From the knowledge gained in this course, discuss factors that may influence acquisition and utilization of health information in rural Kenya (20 marks)
