



**PAN AFRICA CHRISTIAN UNIVERSITY**

**DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS**

**END OF SEMESTER EXAMS**

**COURSE CODE: DCM 103: COURSE UNIT: Introduction to Mass communication**

**INSTRUCTIONS**

**SECTION A CONTAINS 20MKS (COMPULSORY)**

**SECTION B CONTAINS 20MKS (ATTEMPT ANY TWO)**

**TOTAL EXAM CONTAINS 40 MARKS**

**SECTION A (COMPLUSORY)**

**Question One**

*a) Demonstrate **FIVE** ways in which this unit has been relevant to you this semester.*

**(10mks)**

*b) Justify **FIVE** indicators that radio may not survive the next century.*

**(10mks)**

**SECTION B**

**Question Two**

*Show **FIVE** ways that mass communication is important in the growth and development of Kenyan societies.*

**(10mks)**

**Question Three**

*Explain **FIVE** ways in which films are important communication tools.*

**(10mks)**

**Question Four**

*Discuss **Five** techniques that radios have adopted in order to survive and compete with new media platforms.*

**(10mks)**