



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS
IN COMMUNICATION

MAY- AUGUST 2024 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE: COM102

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

EXAM DATE:

TIME:

DURATION: 3 HOURS

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer question ONE and any other THREE Questions
- All other PAC University examination rules and regulations apply

Question 1(Compulsory)

The Communication Models provide a foundation for a fast and effective contact and relationship-building process. Illustrate the situations where an organization may adopt the following communication models:

- i. Push model- 5 marks
- ii. Pull model -5 marks

Question 2

- a) Your media firm is in the process of introducing a new TV show. Explain **two** reasons why it would be important to conduct an audience analysis before launching the programme. (4marks)
- b) Using relevant examples, describe **three** major areas of audience analysis you should consider in your survey in (2a) above. (6marks)

Question 3

Basing your argument on Blumler and Katz's Uses and Gratification Theory, demonstrate **two** ways in which internet users select the information to gratify their information needs on social networks. (10mks)

Question 4

Discuss **five** key fields that, in your view, are creating new career opportunities in mass communication. (10mks)

Question 5

Imagine that you are a content creator in the area of Arts and Entertainment, examine any **five** challenges you are likely to experience in your daily activities.(10mks)