



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR DIPLOMA IN
COMMUNICATION
JANUARY-APRIL 2019 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: DCM103

COURSE TITLE: INTRODUCTION TO MASS COMMUNICATION

EXAM DATE: MONDAY 15th APRIL 2019

DURATION: 3 HOURS

TIME: 9:00AM-12:00PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- **Answer question ONE and any other TWO questions**
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE: COMPULSORY

- a) Highlight **FIVE** ways in which the introduction to mass communication unit has been relevant to you as a learner this semester. (5mks)
- b) Outline **FIVE** functions of mass communication in the Kenyan society. (5mks)
- c) Describe **FIVE** components of the term mass communication. (10mks)
- d) Explain **FIVE** characteristics of mass communication. (10mks)

QUESTION TWO

- a) Discuss **FIVE** elements of communication. (10mks)
- b) Describe the **FIVE** types of mass communication. (10mks)

QUESTION THREE

- a) Using a diagram, illustrate how mass communication is a process. (10mks)
- b) Analyze **FIVE** weaknesses of radio as a mass medium. (10mks)

QUESTION FOUR

- a) Demonstrate **FIVE** ways in which mass media is important to the Kenyan society. (10mks)
- b) Elaborate on **FIVE** strengths that Television has over Radio. (10mks)

QUESTION FIVE

- a) Highlight **Five** theories of mass communication. (5mks)
- b) Evaluate **Five** indicators that newspapers will still be around even in the next century. (10mks)