

2023/2024 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER UNIVERSITY REGULAR EXAMINATION FOR
BACHELOR OF SCIENCE

COURSE MIC 117
COURSE NAME: HIV/AIDS AND SOCIETY

INSTRUCTION TO CANDIDATES

1. DURATION 2 HRS
2. ANSWER QUESTION ONE AND ANY OTHER THREE
3. ENTER YOUR REGISTRATION NUMBER ON EVERY SHEET USED IN THE ANSWER BOOKLET

QUESTION ONE

State key activities which an HIV positive individual should engage in to remain productive in society. 25 Mks

QUESTION TWO

Explain the processes that take place during seroconversion.

15 Mks

QUESTION THREE

Explain how adherence may be effectively used to assist an individual infected with HIV. 15 Mks

QUESTION FOUR

Apart from using the condoms, explain two ways that the youth may use to avoid contracting HIV. 15 Mks

QUESTION FIVE

Explain the relationship between Sexually transmitted diseases and HIV.

15 Mks

QUESTION SIX

Discuss at least three government policy actions to reduce the spread of HIV/AIDS in Kenya.

15 Mks

2024/2025 ACADEMIC YEAR

BACHELOR OF SCIENCE IN COMMUNICATION, AND MEDIA STUDIES

COURSE CODE: CMJ 111

COURSE TITLE: INTRODUCTION TO COMMUNICATION AND MEDIA STUDIES

INSTRUCTIONS TO CANDIDATES:

- Answer question ONE and any TWO

QUESTION 1

One of the attributes of communication is that given a communication act cannot be recreated. Justify this statement using both the radio as an example

(30 marks)

QUESTION 2

According to Toeing Herta Herzog's line of arguments, what determines the media content that an audience pays attention to?

(20 marks)

QUESTION 3

With your knowledge of THREE mainstream media houses in Kenya, give a brief assessment of how they perform the cultural transmission function

QUESTION 4

Mass media audience is heterogeneous. Describe

(20 marks)

QUESTION 5

To what extent do media influence or mould your opinions on issues of public importance? Discuss

(20 marks)

2023/2024 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER REGULAR EXAMINATIONS

FOR A DEGREE IN BACHELOR OF SCIENCE IN COMMUNICATION AND MEDIA STUDIES

COURSE CODE: CMJ 112

COURSE TITLE: INTRODUCTION TO MEDIA INFORMATION LITERACY

INSTRUCTIONS TO CANDIDATES

- Answer FOUR questions
- Question one is compulsory

QUESTION ONE

(25 marks)

Discuss media information literacy (MIL)

QUESTION TWO

(15 marks)

Media literacy (ML) and information literacy (IL) are part of one another. Explain.

QUESTION THREE

Media and other information providers play a central role in information and communication processes. Discuss.

(15 marks)

QUESTION FOUR

(15 marks)

Analyse the ecology of Media Information Literacy.

QUESTION FIVE

Explain the role of Media Information Literacy in countering harmful online content. (15 marks)

FIRST YEAR FIRST SEMESTER REGULAR EXAM
BACHELOR OF SCIENCE IN COMMUNICATION, JOURNALISM AD MEDIA
COURSE CODE: CMG 111
COURSE TITLE: VISUAL COMMUNICATION

INSTRUCTIONS TO CANDIDATES: Answer both questions

Question 1

Describe the applicability of the following in visual persuasion (20 marks)

- i. Iconicity
- ii. Indexicality
- iii. Syntactic interdeterminacy

Question 2

Analyze the meaning in the images you produced stating the different elements of a visual design (30 marks)

ACADEMIC YEAR: 2023/2024

BSc: COMMUNICATION AND MEDIA STUDIES

YEAR OF STUDY: YEAR 1 SEMESTER 2

COURSE TITLE: ONLINE AND SOCIAL MEDIA COMMUNICATION

COURSE CODE: CMJ 122

EXAM

Question One

Discuss the impact of online communication on traditional communication (25 marks)

Question Two

Discuss five challenges of using social media tools in public relations (15 Marks)

Question Three

Discuss the relevance of digital media to the fourth estate (15 Marks)

Question Four

Discuss any five forms of social media and how they can be used professional and socially. (15 Marks)

Question Five

Discuss how social media can be used as a marketing tool

2024/2025 ACADEMIC YEAR
BACHELOR OF SCIENCE IN COMMUNICATION STUDIES
FIRST YEAR SECOND SEMESTER, REGULAR EXAMINATIONS

COURSE CODE: CMP 121

COURSE TITLE: ORGANIZATION COMMUNICATION

Instructions to Candidates

Answer Question ONE and any other TWO Questions.

Time: 2 Hours

Question One

(a) You are a departmental head, employees are complaining about poor communication from management. Describe the steps you would take to create a more transparent and inclusive communication environment. [20 Marks]

(b) Explain the ethical considerations to be taken into account when communicating sensitive information within an organization. [10 Marks]

Question Two

Elaborate on how remote work has changed internal communication strategies in organizations. [20 Marks]

Question Three

Imagine you are onboarding a new employee. Discuss five ways of communicating organization's culture and values effectively. [20 Marks]

Question Four

Use an example of an organization of your choice, it successfully managed a crisis through strategic communication. Explain the strategies adapted to enhance success. [20 Marks]

Question Five

An employee shares sensitive information with you that impacts their work. Explain how you would communicate this to management while maintaining ethical standards. [20 Marks]

2023/2024 ACADEMIC YEAR
BACHELOR OF SCIENCE IN COMMUNICATION STUDIES
FIRST YEAR FIRST SEMESTER, REGULAR EXAMINATIONS

COURSE CODE: CMG 112

COURSE TITLE: INTRODUCTION TO ADVERTISING

Instructions to Candidates

Answer Question **ONE** and any other **THREE** Questions.

Question One

- A. Define Advertising and explain its nature and features. [15 Marks]
- B. Explain how the following groups of people are involved in advertising.
(a) Mass Media
(b) Target Audience
(c) Advertising Agencies
(d) Government Authorities [10 Marks]

Question Two

- (a) Explain guiding regulations and ethics in advertising. [5 Marks]
- (b) Advertising today has moved beyond its traditional role. Discuss [10 Marks]

Question Three

Advertising is used for communicating business information to the present and prospective customers. Discuss

Question Four

Advertising has become an essential marketing activity in the modern era of globalization". Explain. [15 Marks]

Question Five

Examine how advertising has evolved and how these developments affected the current advertising . [15 Marks]

BACHELOR OF SCIENCE IN COMMUNICATION STUDIES
BACHELOR OF SEMESTER, REGULAR EXAMINATIONS

FIRST YEAR FIRST

COURSE CODE: CMP 112
COURSE TITLE: ELEMENTS OF PUBLIC RELATIONS

Instructions to Candidates
Answer Question ONE and any other THREE Questions.

Question One
Success or failure of any organization depends on its public relations practice. Discuss. [10 Marks]

- (a) Success or failure of any organization depends on its public relations practice. Discuss. [10 Marks]
(b) Suggest five ways in which communication practitioners can avoid slander. [15 Marks]

Question Two
Good writing is at the heart of effective corporate communication. Discuss [15 Marks]

Question Three
Discuss the trends in the practice of modern Public Relations. [15 Marks]

Question Four
Give an in-depth description of the relationship that subsist between public relations and other related disciplines. [15 Marks]

Question Five
Give an in-depth description of the relationship that subsist between public relations and other related disciplines. [15 Marks]

Question Five
Refusal to do research on public relations is like attempting to solve a new problem with old tools. [15 Marks]

Discuss

2022/2023 ACADEMIC YEAR
FIRST-YEAR SECOND SEMESTER RONGO UNIVERSITY REGULAR EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE IN COMMUNICATION AND MEDIA
STUDIES
COURSE TITLE: ESSAY AND FUNCTIONAL WRITING FOR JOURNALISTS
COURSE CODE: CMP123

Instructions

Answer both questions

Question one

- (a) Write an essay describing a horrendous incident you covered during one of your journalistic assignments. Use between 350-400 words. (15mks)
- (b) Write a letter to an editor of a publishing house requesting to have your story above published (15mks).

Question two

- (a) Explain **three** elements of writing you applied while writing the essay and letter in question one above (12mks).
- (b) Describe **four** factors you must consider when writing organizational reports (8mks)

RONGO UNIVERSITY
UNIVERSITY EXAMINATIONS 2022/2023 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER, REGULAR EXAMINATIONS
BACHELOR OF SCIENCE IN COMMUNICATION STUDIES

COURSE CODE: CMP 121
COURSE TITLE: Growth of Public Relations in Kenya

Instructions to Candidates

Answer Question ONE and any other THREE Questions.
Duration: 3 Hours

Question One

- (a) Explain the growth of Public Relations in Kenya. [15 Marks]
(b) Explain how politics affected the growth of Public Relations in Kenya. [10 Marks]

Question Two

Describe the role of Public Relations Society of Kenya (PRSK) in the growth of Public Relations nationally. [5 Marks]

Question Three

- (a) Explain four key roles of Public Relations in the colonial government as analysed in the memorandum by the Chief Secretary to the colonial government in 1947. [10 Marks]
(b) Describe five important roles played by Public Relations in building a cohesive country. [5 Marks]

Question Four

Explain Public Relations strategies and tactics used to build better relationships between the colonialists and the local people. [15 Marks]

Question Five

Discuss the place of a government spokesperson in the growth of Public Relations in Kenya. [15 Marks]

Question Six

Explain the details contained in Wangalwa's memo "Presidential Public and Press Relations, 1969" and its contribution to Kenya as a country.

2023/2024 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER REGULAR EXAMINATION

BACHELOR OF SCIENCE IN COMMUNICATION, JOURNALISM AD MEDIA

COURSE CODE: CMJ 111

COURSE TITLE: INTRODUCTION TO MEDIA STUDIES

INSTRUCTIONS TO CANDIDATES:

-
- Answer both questions

QUESTION 1

- a. Describe **Three** phases of the development of media (15 marks)
b. Explain how mass media and media studies inter-relate (10 marks)

QUESTION 2

Media content creators need to know whether the audience like their programmes. Argue for or against this statement (15 marks)

QUESTION 3

Explain **three** types of mass media audiences (15 marks)

QUESTION 4

Giving specific examples differentiate between Vlogging and Blogging (15 marks)

QUESTION 5

Discuss newspaper ownership in Kenya (15 marks)

RONGO UNIVERSITY
SCHOOL OF INFOCOMS
DEPARTMENT OF INFORMATION SCIENCE AND INFORMATICS
BSC. INFORMATION SCIENCE
ACADEMIC YEAR 2024/2025, SEPTEMBER - DECEMBER 2024
FIRST YEAR, FIRST SEMESTER

MAIN EXAMINATION

- IINS 111: INTRODUCTION TO IT AND COMPUTER APPLICATIONS**
1. SECTION A is Compulsory.
 2. Attempt Any THREE Questions from SECTION B.

SECTION A

Time: 3 Hours
Total Marks: 60 Marks

Question one:

Explore how information technologies were applied in the recent global Gen Z upheavals with the emphasis on specific technologies. (10 Mks)

Question Two:

Explain the role of the following scientists to the development of information technologies with emphasis on the significance of their inventions.

- a) Walter Brattain (3 Mks)
- b) Vincent Cerf and Robert Kahn (3 Mks)
- c) Tim Berners-Lee (3 Mks)

Question Three:

Explore the major characteristics that distinguish computers from other technological devices in the contemporary business world. (6 Mks)

SECTION B

Question four:

Many institutions have suffered serious functional disruptions due to computer security challenges:

- i) Give an example of any three organizations in this connection by outlining the challenges they went through. (3 Mks)
- ii) Explore the possible causes of the challenges they went through (6 Mks)
- iii) Explain ways in which such organizations may strengthen their computer security requirements. (6 Mks)

Question five:

- a) Describe any FIVE computer application software based on the functions in relation to any organization of your choice (10 mks)
- b) Calculate the number of bytes that give rise to 100 terabytes of computer memory

2023/2024 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER **REGULAR EXAMINATION**
BACHELOR OF SCIENCE IN COMMUNICATION, JOURNALISM AD MEDIA
COURSE CODE: CMJ 111
COURSE TITLE: INTRODUCTION TO MEDIA STUDIES

INSTRUCTIONS TO CANDIDATES:

- Answer both questions

QUESTION 1

- a. Describe **Three** phases of the development of media
b. Explain how mass media and media studies inter-relate

(15 marks)
(10 marks)

QUESTION 2

Media content creators need to know whether the audience like their programmes. Argue for or against this statement

(15 marks)

QUESTION 3

Explain **three** types of mass media audiences

(15 marks)

QUESTION 4

Giving specific examples differentiate between Vlogging and Blogging

(15 marks)

QUESTION 5

Discuss newspaper ownership in Kenya

(15 marks)

2022 / 2023 ACADEMIC YEAR

YEAR ONE SEMESTER ONE REGULAR UNIVERSITY EXAMINATION FOR

BACHELOR OF SCIENCE DEGREE

COURSE CODE: MIC 117

COURSE NAME: HIV AIDS AND SOCIETY

INSTRUCTION TO CANDIDATES

1. WRITE YOUR Admission number on every page used
2. ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS
3. DURATION 3 HRS

QUESTION ONE

Discuss five reasons why youths should know about their HIV status

25 Mks

QUESTION TWO

You are to prepare a lesson to discuss the classes of immunoglobulin.

- a) List the five classes of Immunoglobulin 2.5 Mks
- b) State the role played by each of the immunoglobulin 13.5 Mks

QUESTION THREE

Explain at least FIVE (5) Kenyan national strategies to reduce the spread of HIV/AIDS

(15 Mks)

QUESTION FOUR

Discuss any five factors that contribute to HIV infections

15 Mks

QUESTION FIVE

Discuss five socioeconomic effects of HIV /AIDS in the society

15 Mks

QUESTION SIX

Adherence in ARV treatment is critical in the management of people living with HIV

- a) Define the term Adherence in the context of treatment 2 Mks
- b) State at least twelve (13) factors that may assist persons living with HIV to maintain adherence in taking medication 13Mks

QUESTION SEVEN

With the aid of a labeled diagram, describe a Virion

15Mks

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATIONS
FOR A DEGREE IN BACHELOR OF SCIENCE IN COMMUNICATION AND MEDIA STUDIES

COURSE TITLE: LISTENING AND CRITICAL THINKING IN COMMUNICATION
COURSE CODE: CMP 152

INSTRUCTIONS TO CANDIDATES

- Answer question ONE and ANY OTHER THREE Questions
- Time is 3 hours

QUESTION ONE

- Outline the difference between listening and hearing.

(5 marks)

- Discuss FOUR listening styles that may be applied in different speech contexts.
(20 marks)

QUESTION TWO

Discuss FIVE critical thinking skills that you may apply as a communicator. (15 marks)

QUESTION THREE

'Listening and critical thinking are bedfellows.' Discuss. (15 marks)

QUESTION FOUR

Explain THREE contexts that call for critical thinking by communicators. (15 marks)

QUESTION FIVE

Discuss THREE bad listening practices that are commonly practiced by audiences.
(15 marks)

QUESTION SIX

Describe strategies for improving listening competence at any THREE stages of the listening process.
(15 marks)

2024/2025 Semester 2 Examination

For Bachelor of Science in Communication and Media Studies

Course :CMJ 122 Online and Social Media Communication

Instruction to Candidates

Answer any three questions. Question one is compulsory.

QUESTION ONE

Online and social media communication has registered significant growth over the past 25 years. On the flip side, its growth stymied the growth of legacy media.

- a) Explain the key distinguishing feature of online and social media communication that sets it apart from legacy media (10 marks)
- b) List the advantages of online and social media over legacy media (10 marks)
- c) List the disadvantages of online and social media in comparison to legacy media (10 marks)

QUESTION TWO

Your client, a grassroots organization operating in Migori County has asked you to develop an online and social media strategy for their upcoming campaign to interest young people in agriculture as a career. Discuss what you need to do first to develop an informed strategy document. (20 marks)

QUESTION THREE

List and briefly discuss the tools that you can employ to monitor online and social media engagement (20 marks)

QUESTION FOUR

Discuss why digital platforms, including social media, is changing how communication practitioners approach PR practice (20 marks)

QUESTION FIVE

The proliferation of online and social media communication has complicated efforts to tell truth from error. Discuss at least four strategies you can employ to identify fake news purveyed online (20 marks)

Instructions to Candidates

Answer Question ONE and any other TWO Questions.

Question One

- (a) (i) Give two definitions of Public Relations.
(ii) Explain five elements common in the definitions.

[10 Marks]

- (b) Public relations practitioner employs social science, psychology and public opinion communication to the publics. Discuss

[15 Marks]

Question Two
Discuss a time when you faced an ethical dilemma in Public Relations and how you handled the situation.

Question Three
Explain the core principles of Public Relations and their contribution to building and maintaining an organization's reputation.

[20 Marks]

- Question Four**
Explain the need to integrate Public Relations with other communication functions.

[20 Marks]

- Question Five**
Describe a situation where an organization faced a Public Relations challenge. How did the Public Relations team act as a bridge to facilitate communication and resolve the issue, rather than a barrier that hindered transparency?

[20 Marks]

2023/2024 ACADEMIC YEAR

BACHELOR OF SCIENCE IN COMMUNICATION STUDIES

FIRST YEAR FIRST SEMESTER, REGULAR EXAMINATIONS

COURSE CODE: CMJ 113

COURSE TITLE: INTRODUCTION TO PHOTOGRAPHY

Instructions to Candidates

Answer ALL Question

Question ONE:

- a) Identify and print or online publication of your choice and discuss how they use photographs in their feature articles (8 marks)
- b) Briefly explain why the photo editor in your publication in 2(a) above insists that trainee photojournalists should use a tripod (2 marks)
- c) State and briefly explain any 5 functions of light in press photography (10)

Question TWO:

Assume you were appointed a staff photographer for the Rongo University student magazine.

- i) Create a photo story on any economic activity around the university (15 Marks).
- ii) Do a photoshoot for any model within your institution and build for him/her a portfolio to use in applying for a modelling job with a local agency that seeks to promote African attire within Migori County (15 Marks)

N/B: Ensure your photographs are properly captioned.

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2024/2025 ACADEMIC YEAR

BACHELOR OF SCIENCE IN COMMUNICATION AND MEDIA STUDIES

FIRST YEAR FIRST SEMESTER REGULAR EXAMINATIONS

COURSE CODE: CMJ 112

COURSE TITLE: INTRODUCTION TO MEDIA INFORMATION LITERACY

INSTRUCTIONS TO CANDIDATES

- Answer THREE questions
- Question one is compulsory

QUESTION ONE

Global Media and Information Literacy Week is an annual event observed from 24th to 31st October to raise awareness and celebrate the progress achieved towards Media and Information Literacy for all. Write an article (2 pages long) to mark this year's *celebrations*.

QUESTION TWO

(30 marks)

Explain the following concepts:

- Fake news
- Misinformation
- Disinformation
- malinformation.

QUESTION THREE

(20 marks)

“Citizen journalism” isn’t journalism. Discuss.

(20 marks)

QUESTION FOUR

Appraise the role of social media as information providers.

(20 marks)

QUESTION FIVE

Explain the significance of the following to journalists:

- Cyberbullying
- Hate speech

(10 marks)

(10 marks)