

**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]

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.

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)

2024/2025 ACADEMIC YEAR

BACHELOR OF SCIENCE IN COMMUNICATION STUDIES

FIRST YEAR SECOND SEMESTER, SPECIAL/SUPPLEMENTARY EXAMINATIONS

COURSE CODE: CMP 123

**INTRODUCTION TO GROWTH & DEVELOPMENT IN KENYA**

Instructions to Candidates

Answer Question ONE and any other TWO Questions.

**Question One**

- Describe the elements of Public Relations. (15 marks)
- Using relevant examples, explain how technology has contributed to the growth of Public Relations in Kenya. (15 marks).

**Question Two**

Discuss the importance of Public Relations department in an organization. (20 marks)

**Question Three**

Account for the Evolution and Growth of Public Relations practice in pre-independent Kenya.

**Question Four**

In the recent past, there are some positive things that have happened in the PR industry in Kenya. Enumerate five of them.

**Question Five**

Describe the challenges that are facing Public Relations Practice in Kenya.

07