

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR
OF ARTS IN COMMUNICATON AND MEDIA STUDIES**

**COMM 331: INFORMATION TECHNOLOGY, COMMUNICATION SYSTEM&
SOCIAL CHANGE**

STREAMS: BA (COMM & MEDIA)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/4/2018

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **ANSWER THREE QUESTIONS**
- **QUESTION ONE IS COMPULSORY AND CARRIES 30 MARKS**
- **ALL OTHER QUESTIONS CARRY THIRTY MARKS EACH**

QUESTION ONE

- (a) Explain the interlinkage between information technology, communication systems and Social change. [15 marks]
- (b) Briefly discuss cultural factors in the adoption and utilization of technology in Kenya. [15 marks]

QUESTION TWO

Discuss the influence of information technology and subsequent social change in Kenya in the last two decades. [20 marks]

QUESTION THREE

While identifying and explaining the functioning of four communication systems, outline a key weaknesses associated with either of them. [20 marks]

QUESTION FOUR

Demonstrate your understanding of the following concepts while giving an example for each;

- (i) Digital divide [4 marks]
- (ii) Social system [4 marks]
- (iii) Fibre optic communication [4 marks]
- (iv) Satellite communication system [4 marks]
- (v) e-commerce [4 marks]

QUESTION FIVE

Discuss the social impact of information technology and globalization in the African continent.

[20 marks]
