



COLLEGE

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS (COMMUNICATION AND MEDIA)

COMM 332: INTERNET TECHNOLOGY AND COMMUNICATION

STREAM: B.A. (COMM & MEDIA)

TIME: 2 HOURS

DAY/DATE: THURSDAY 4/8/2011

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- 1. Answer ALL questions in Section A and only ONE question in Section B.**
- 2. This is not an open book exam. Any form of cheating will lead to immediate dismissal from the exam room. The candidate will earn a failing grade.**
- 3. Please write legibly.**

SECTION A

1. (a) What is the Internet? [5 marks]

(b) List FIVE services offered on the Internet. [5 marks]
2. (a) What is the World Wide Web? [5 marks]

(b) Discuss why the World Wide Web is considered one of most important inventions in Internet technology. [10 marks]
3. (a) What is Internet Protocol? [5 marks]

(b) Name two types of Internet Protocol and then briefly explain their functions. [10 marks]
4. (a) What is the difference between Instant Messaging and E-mail? [5 marks]

- (b) Discuss why Instant Messaging is gaining popularity with professionals in the corporate world as a means of business communication. [10 marks]

SECTION B

1. The Internet has given rise to what is being called 'social media'. Some critics argue that social media promotes a high degree of individualism and social alienation. Present a strong argument showing the validity or invalidity of this claim. [25 marks]
2. The Internet will revolutionize freedom of expression in Kenya. Discuss all the implications of this statement. [25 marks]
