

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

LINS 401: INFORMATION IN SOCIETY

STREAMS: BA (COMM & MEDIA)

TIME: 2 HOURS

DAY/DATE: MONDAY 10/12/2018

11.30 AM – 1.30 PM

INSTRUCTIONS:

- **Answer Three Questions**
- **Question One is Compulsory and carries 30 marks**
- **All other Questions carry 20 equal marks**

QUESTION ONE

- (i) Explain five features of information. [10 marks]
- (ii) Discuss the concept of user information, education and promotion with reference to current awareness, selective dissemination of information and reference services and interviews. [20 marks]

QUESTION TWO

Explain 10 common information challenges with regard to access and utilization. [20 marks]

QUESTION THREE

Justify information needs in urban, rural and traditional societies. [20 marks]

QUESTION FOUR

Discuss the role of culture in the acquisition of information today. [20 marks]

QUESTION FIVE

- (i) Explain the concept of information society. [5 marks]
- (ii) Justify the need and push towards an information society. [15 marks]
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