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MAASAI MARA UNIVERSITY

**MAIN EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

***THIRD* YEAR/ *FIRST* SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC RELATIONS/JOURNALISM**

**COURSE CODE: CMM 300**

**COURSE TITLE:COMMUNICATION ETHICS**

**DATE: JANUARY 2017 TIME:**

*This paper consists of* ***TWO*** *printed pages. Please turn over.*

**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **TWO** questions

1. a) Describe in details the legal traps that confront journalist in their daily duties (20Marks)

b) What are the sources of ethics in Kenya (10 Marks)

1. a) Explain why gender issues are not commonly regarded by journalists in Kenya (12Marks)

b) Highlight the roles of the Media Council of Kenya (8Marks)

1. a) Highlight 6 rights of women. (6 Marks)

b) Citing relevant examples, explain how advertisers breach ethical considerations placed on them. (14 Marks)

1. Critique the role of the Media Council of Kenya with regards to enforcing ethics (20Marks)
2. Discuss the ethical dimensions of whistle blowing campaign

(20Marks)