

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY 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: 27TH JANUARY, 2016 TIME: 1100 – 1300 HRS**

**INSTRUCTIONS TO CANDIDATES**

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

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

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 six (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)**

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