



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2015/2016

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS IN LANGUAGE &
COMMUNICATION WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

AEN 112: HISTORICAL DEVELOPMENT OF COMMUNICATION II

Date: 5th May 2016

Time: 11.00 - 1.00 pm

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.

AEN 112: HISTORICAL DEVELOPMENT OF COMMUNICATION II

INSTRUCTIONS:

Answer Question ONE and Any Other TWO.

- Q.1. Explain how the changing needs of society have led to changes in communication and technology (30 marks)
- Q.2. With examples, discuss the concept of dynamism in the communication sector (20 marks)
- Q.3. Explain how the mobile telephone and internet technology have facilitated multifunctional communication in modern times (20 marks)
- Q.4. Describe the nature of computer mediated communication (20 marks)
- Q.5. Discuss the concept knowledge management in relation to communication and technology (20 marks)