MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER EXAMINATIONS
FOR THE DEGREE OF MASTER OF SCIENCE IN INFORMATION SCIENCES
SCHOOL OF SCIENCE AND INFORMATION SCIENCES

COURSE CODE: INS 8202
COURSE TITLE: INFORMATION COMMUNICATION THEORY

DATE: 18TH APRIL, 2019   **TIME: 8.30 – 10.30 AM**

INSTRUCTIONS TO CANDIDATES
- ➢ Section "A " is Compulsory (20 MARKS)
- ➢ Answer any Two (2) Questions from Section "B" (20 MARKS EACH)

SECTION "A": COMPULSORY QUESTION

Q1. Discuss in details the following theories, explaining how they are used in carrying out research in Information Sciences.

i) The Mathematical Communication Theory as formulated by Shannon and Weaver in 1949. **(5marks)**

ii) The Semantic Theory of Information **(5 marks)**

iii) Systems Theory as formulated by Ludwig Von Bertalanffy (1901 – 1972). **(5 marks)**

iv) Grounded Theory. **(5 marks)**

SECTION "B": ANSWER ANY TWO (2) QUESTIONS FROM THIS SECTION

Q2. Examine the ways in which Access and Information Act of 2016, (Laws of Kenya), has limited the right of access to information by the general public in Kenya. **(20 marks)**

Q3. Critique the application of Gratification Theory in carrying out research.

Q4. Discuss the attributes of good quality Information and Communication Technology in promoting Social Media in Kenya. **(20 marks)**

Q5. The innovation-decision process is the process through which an individual passes from first knowledge of an innovation to forming an attitude toward the innovation. Discuss the main five (5) steps of this process.

(20 marks)

Q6. Examine the Communication Channels by stages in the innovation decision-process. **(20 marks)**

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