



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES  
BACHELOR OF ARTS IN COMMUNICATION  
END OF SEMESTER EXAM  
BAC1202 MEDIA INDUSTRIES AUDIENCES AND SOCIETIES**

**DATE: March 11th 2025**

**TIME: 08:30 – 10:30**

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**Instructions**

Answer ALL questions in Section A. Answer any TWO questions in Section B.

**SECTION A (30 marks)**

QUESTION ONE

- (a) Using FIVE different examples, demonstrate how digital media has contributed to workplace disruptions in radio stations across Africa. (10 marks)
- (b) As an advertising manager of a multi-media organisation with print, broadcast and online platforms, your task is to convince potential advertisers that your organisation is best suited to carry their ad campaigns. Provide these potential advertisers with a detailed brief about the suitability of your platforms focusing on FOUR areas. (8 marks)
- (c) Corporate downsizing has served CEOs well at the expense of workers. Discuss this statement in the wake of recent redundancies in newsrooms. (12 marks)

**SECTION B (30 marks)**

QUESTION TWO

- (a) A survey by Kenya Audience Research Foundation (KARF) highlights FIVE techniques adapted by television stations in Kenya to win over audiences. Describe each of these techniques. (10 marks)
- (b) Using examples, distinguish between mass communication and group communication. (5 marks)

### QUESTION THREE

Media regulators have significantly contributed to the way broadcast stations are managed.

(a) Highlight THREE regulations that have contributed to operational changes in such broadcast units. (9 marks)

(b) Using TWO relevant examples, detail how media houses have responded to these changes. (6 marks)

### QUESTION FOUR

(a) You have been contracted as a demographic researcher to advise on the establishment of a weekly newspaper targeting university students. Highlight SIX areas you will focus on. (12 marks)

(b) Provide SIX reasons why media organisations opt to expand to other countries. (3 marks)