



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS
SECOND YEAR EXAMINATION FOR THE AWARD OF THE
DEGREE OF BACHELOR OF INFORMATION SCIENCE

SECOND SEMESTER 2023/2024
[JAN – APRIL, 2024]

INS 220: MEDIA INFORMATICS

STREAM: Y2 S2

TIME: 2 HOURS

DAY: WEDNESDAY, 9:00 - 11:00 A.M.

DATE: 17/04/2024

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer question ONE (Compulsory) and any other TWO questions.***

QUESTION ONE

- Explain FIVE media authoring and creation tools [5 marks]
- Discuss the main classifications of media based on their use and purpose [10 marks]
- Why is media considered important in society? [10 marks]
- Highlight any FIVE attributes of effective communication [5 marks]

QUESTION TWO

- Distinguish between print, electronic, and mass media [10 marks]
- Why should library professionals strive to study media informatics [10 marks]

QUESTION THREE

- Outline the characteristics of good media [10 marks]
- Explain the challenges associated with media use in libraries [10 marks]

QUESTION FOUR

- Discuss any SIX considerations you need to take into account when developing a communication media strategy for your organization [12 marks]
- Why is it necessary for information professionals to scan target user demographics before implementing a media strategy [8 marks]

QUESTION FIVE

- a) Content creation and representation will determine how the media data will be stored and preserved; Discuss with examples [12 marks]
- b) Explain any Four media resources that libraries may acquire for their users [8 marks]