

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE**  
**MASTER OF SCIENCE DEGREE IN LIBRARY AND INFORMATION SCIENCE**

**STAGE I SECOND SEMESTER MAY 2010 EXAMINATIONS**

**ILI 5104: INFORMATION AND COMMUNICATION THEORY**

**TIME: 3 HOURS + 30 MINUTES READING TIME**

**INSTRUCTION TO CANDIDATES**

1. Answer any four (4) questions.
  2. Each question carries 25 marks.
  3. Give equal time to all questions.
  4. Importance is attached to accuracy, clarity and legible handwriting.
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1. Critique the statement that “communication technologies can pull in both directions, toward increasing integration and toward increasing diversity.”
2. Marketing is the management process which identifies, anticipates and supplies customer requirements efficiently. Using the marketing mix concept, discuss how you could deductively structure a marketing inquiry of the services of an Information Centre of your choice.
- 3i. Critique the view that any scientific field is a product of social construction. (15 marks)
- 3ii. Evaluate the differences between objective and subjective knowledge as observed by Karl Popper. (10 marks)
- 4i. The storage and transmission of the social heritage in the oral tradition was vested mainly in people with verbal fluency. Discuss the main storage and transmission devices and institutions in a knowledge-based society. (20 marks)
- 4ii. Explain what you understand by the concept: convergence of technologies. (5 marks)
5. Pick any one theory that interests you and discuss the extent to which it can be described as a good theory.
6. Critically evaluate the functions of a knowledge worker in a knowledge economy.

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