

**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 2011 EXAMINATIONS**

**ILI 5104: INFORMATION AND COMMUNICATION THEORY**

**TIME: 3 HOURS**

**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 legibility of handwriting.
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- 1.1 Using a hypothetical situation, discuss the SECI model of knowledge management. (15 marks)
- 1.2 Discuss the domain of an information worker in an information society. (10 marks)
2. Discuss the extent to which Roger's Diffusion of Innovation theory can be used, deductively, to foster the adoption of new technologies in a community. (25 marks)
- 3.1 Operationalise the following concepts:
  - 3.1.1 Information society (5 marks)
  - 3.1.2 Knowledge economy (5 marks)
  - 3.1.3 Information management (5 marks)
- 3.2 With reference to Berger and Luckman (1966), it can be said that all human knowledge is a social artifact. Discuss. 10 marks)
4. Explain why it is important for scientists to adhere to a particular set of norms. (25 marks)
5. Critique the statement by Hennessy (1985) that "particularly in industrial countries, cultural differences between nations are declining rapidly, as commerce and communications increasingly internationalize. At some level, it seems intercultural diversity is decreasing while intracultural diversity is increasing." (25 marks)
6. Discuss the attributes of a scholarly discipline which sets it apart from a vocational or skills-based subject. (25 marks)

*END OF PAPER*