



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS

CCM 210: INFORMATION SOURCING AND MANAGEMENT IN COMMUNICATION

2ND SEMESTER 2024/2025

TIME: 2 HOURS

INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

Question One

- a) Explain the concept of influencer marketing. (2 marks)
- b) Describe the three categories of supply chain disruption. (6 marks)
- c) Analyze five differences between innovators and laggards in communication technology adoption. (10 marks)
- d) Describe six common characteristics in emerging business models like e-learning, online banking and crypto. (12 marks)

Question Two

- a) Using a table analyze five traditional vs emerging businesses, giving examples of their various benefits to the market. (10 marks)
- b) As a negotiation expert you recommend that your client engage in principled negotiation in a protracted deal with a media house. Identify five aspects that he can undertake to succeed in this form of negotiation. (10 marks)

Question Three

Mobinet a Tech firm is afraid of investing in Nairobi which they consider flooded with Tech firms. As a business consultant propose ways that the firm can adopt to establish a name in the Nairobi Market. (20 marks)

Question Four

- a) A supermarket is looking for a backup supplier for their fresh fruits. Discuss any five essentials to consider when selecting a suitable backup supplier. (10 marks)
- b) You ordered a Samsung phone online on speed delivery two weeks later you received a Tecno phone, discuss the rights of fulfillment that were violated. (10 marks)

Question Five

- a) Drinkot a new beverage was launched in Kisumu, discuss with the management the path that potential customers will go through to finally recommend this new beverage.

(10 marks)

- b) Due to the fierce competition in today's media market companies are focusing on their supply chains. Explain five processes that supply chain management teams in organizations engage in.

(10 marks)