



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(YIII, SII)

BMC 4411: DEVELOPMENT COMMUNICATION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
 - Section **A** is **Compulsory**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages*

SECTION A (Compulsory)

QUESTION 1

- a) Highlight the principles of development journalism. **(6 marks)**
- b) Differentiate between development journalism and conventional journalism. **(6 marks)**
- c) Highlight the issues you consider when using print materials to disseminate development communication. **(8 marks)**
- d) Briefly discuss how the diffusion of innovations theory categorizes people according to their adoption of new innovations. **(5 marks)**

e) Highlight the behaviour change process.

(5 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

Using the diffusion of innovations theory, discuss how you can disseminate to farmers in Kilifi, the cultivation of sorghum.

(20 marks)

QUESTION 3

Using the BCC Model, formulate a campaign to introduce the use of the boiled drinking water in Pembe Village.

(20 marks)

QUESTION 4

Using examples discuss how the multiplicity approach differs from the social marketing approach.

(20 marks)

QUESTION 5

Using the process design a campaign to eliminate FGM practices in Pembe Village.

(20 marks)