



**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  
(BJMC VI)

**BMC 4311: DEVELOPMENT COMMUNICATION**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: FEBRUARY 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*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Illustrate at least **THREE** ways of utilizing the internet for social mobilization. **(6 marks)**
- b) Develop key messages that indicate:
  - i) Positive appeal **(2 marks)**
  - ii) Negative appeal **(2 marks)**
  - iii) Implicit message **(2 marks)**
  - iv) One-sided message **(2 marks)**
- c) Outline at least **THREE** principles of multiplicity (Another development approach). **(6 marks)**
- d) Describe the social change process using relevant illustrations. **(5 marks)**

- e) Elaborate on the impact of social marketing theory on development communication. **(5 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

The Chief of Kombo Village has approached you to assist in convincing the villagers to start planting sorghum for sale to a nearby beer refinery. Choose an appropriate development communication model to develop a successful intervention. **(20 marks)**

**QUESTION 3**

As a Development Communicator based in rural Kenya, discuss **FIVE** communication tactics that you can use and why you would use that tactic **(20 marks)**

**QUESTION 4**

Pembe village has experienced an increase in HIV-AIDS infections. Using the behaviour change model, design an intervention to stem the rate of infection. **(20 marks)**

**QUESTION 5**

Dependence theory states that under development is caused by external factors and trade imbalance. Discuss this statement in view of the history of development communication. **(20 marks)**