



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

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)**