



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4311: DEVELOPMENT COMMUNICATION

END OF SEMESTER EXAMINATION

SERIES: JUNE Select series 2017

TIME: 2 HOURS

DATE: Pick Date Sep 2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions

Do not write on the question paper.

Question ONE

- a) Differentiate between; corporate communication, advocacy communication and development communication (6marks)
- b) Enumerate Three characteristics of developing countries (6marks)
- c) Use a problem tree to help the dean of students in analyzing the increasing use of illicit drugs among students (6marks)
- d) Briefly discuss the influence of the health belief model on behavior change communication campaigns. (8marks)
- e) Mention two functions of behavior change communications. (4 marks)

Question TWO

Compare and contrast between the dominant paradigm and the alternative paradigm (20marks)

Question THREE

Using relevant examples discuss the media's role in development (20marks)

Question FOUR

Discuss the characteristics of radio, TV, and print in relation to advocacy. (20marks)

Question FIVE

As a program assistant for Red Cross, you have asked to develop a behavior change communication campaign for residents of Kilifi County to promote the drinking of clean water. Outline the steps of this campaign. (20marks)