



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

SOCIAL SCIENCES

UNIVERSITY EXAMINATION FOR:

BADS Y3 S1

HDS 4301: DEVELOPMENT COMMUNICATION

SERIES: JULY 2021

TIME: 2 HOURS

DATE: Jul 2021

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) Why is development communication useful in development? (2 marks)
- (b) What is the main claim of the dependency theory (2 marks)
- (c) Why is the right to Information Act important in Kenya? (2 marks)
- (d) Give two reasons that make participation important in development. (4 marks)
- (e) Explain four reasons that make community radio better than the global media. (8 marks)
- (f) What is the aim of social and political mobilization? (2 marks)
- (g) Explain three factors that are needed in digital investments. (6 marks)
- (h) Describe two areas in which the media can have a positive impact in society (4 marks)

Question TWO

- (a) Describe the three indicators of development. (6 marks)

(b) Explain the three types of participation identified by the World Bank. (6 marks)

(c) Describe the four elements in the diffusion process with regard to communication channel. (8 marks)

Question THREE

(a) Explain three consequences of innovations. (6 marks)

(b) Describe four factors that make a development strategy that uses communication approaches important. (8 marks)

(c) Explain three types of participation in development projects. (6 marks)

Question FOUR

(a) Explain the four key stages of a development project from an institutional perspective. (8 marks)

(b) Why is media advocacy important? (2 marks)

(c) Explain five features of effective communication in folk media. (10 marks)

Question FIVE

(a) Describe five ways in which the digital divide can be bridged in emerging economies. (10 marks)

(b) Explain five things the government can do to digitally connect the unconnected citizens. (10 marks)