



**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

**BMC 4323: DEVELOPMENT COMMUNICATION**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2014

**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) Using examples explain the following types of campaign message:
- i) Positive Vs Negative appeal. **(6 marks)**
  - ii) One-sided Vs two sided messages **(6 marks)**
  - iii) Cultural appropriates. **(3 marks)**
  - iv) Implicit Vs explicit messages. **(6 marks)**
- b) Using examples explain how:
- i) Radio
  - ii) Television
  - iii) Internet
- Can be used to propagate development communication messages. **(9 marks)**

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

## **QUESTION 2**

Using social marketing theory discuss how you can disseminate information on the use of the female condom among TUM students who are sexually active. **(20 marks)**

## **QUESTION 3**

Design a mosquito net campaign

- a) Behaviour change model
- b) IEC model for Kilifi County **(20 marks)**

## **QUESTION 4**

Giving examples explain the social change process. **(20 marks)**

## **QUESTION 5**

Discuss how the diffusion of innovations can be used to introduce sorghum growing in Kilifi. **(20 marks)**