



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

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 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) Define development communication. **(2 marks)**
- b) Giving examples list the types of media found in development communication. **(6 marks)**
- c) State atleast **TWO** primary models of development communication. **(2 marks)**
- d) Giving examples state how you would develop a campaign message. **(8 marks)**
- e) Using examples explain the following message appeal:
 - i) Positive appeal **(6 marks)**
 - ii) Negative appeal **(6 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Using the diffusion of innovation theory, explain how you can introduce a solar powered jiko in Kilifi County. **(20 marks)**

QUESTION 3

Using the IEC Model design a campaign for the uptake of the female condom in TUM. **(20 marks)**

QUESTION 4

Using the P-process design a development communication campaign for the adoption of breast cancer check-up at the local clinics in Mombasa. **(20 marks)**

QUESTION 5

Design campaign messages for breast cancer awareness intended for radio, TV and pamphlets. **(20 marks)**