



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Social Sciences

UNIVERSITY EXAMINATION FOR:
BACHELOR OF ARTS IN DEVELOPMENT STUDIES
HDS 4301: DEVELOPMENT COMMUNICATION
SERIES: JULY 2025
TIME: 2 HOURS
DATE: Pick Date Jul 2025

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

- Explain the importance of the Diffusion of Innovation Theory. (2 marks).
- In the context of the Diffusion of Innovation Theory, explain the five steps in the innovation-decision process. (10 marks).
- Explain the meaning of globalization. (2 marks).
- Explain Paulo Freire's four principles that are necessary in participatory communication. (8 marks).
- The media is expected to meet the needs of four key stakeholders. Explain who these are. (8 marks).

Question Two

- Corruption in a country undermines development. Explain eight measures you would take to combat this vice. (16 marks).
- Differentiate between monologic and dialogic communication. (4 marks).

Question Three

- Explain the use of a media advisory. (2 marks).
- If you were to write a media advisory, explain the nine areas you would ensure you cover. (18 marks).

Question Four

If you were tasked with starting a community radio in an area, explain ten functions you would ensure it performs. (20 marks).

Question Five

- Explain five features of effective communication in folk media. (10 marks).
- Explain the meaning of digital divide. (2 marks).
- Explain three challenges that perpetuate the existence of the digital divide. (6 marks).