



## 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: DECEMBER 2024**  
**TIME: 2 HOURS**  
**DATE: Pick DateDec 2024**

### 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 main idea behind the Dependency Theory. (2 marks).
- In the context of Diffusion of Innovation Theory, explain the five characteristics of innovation. (10 marks).
- Explain the importance of the Right to Information laws in developing countries. (2 marks).
- If you were to initiate a participatory development project in your community, explain the four stages you would go through to ensure success. (8 marks).
- Explain four factors that make the community radio different from the global media. (8 marks).

### **Question Two**

- Explain five specific issues that are central to socio-economic progress, equity, social stability, and future of humanity. (10 marks).
- If you were to develop a participatory communication strategy, explain five media-specific issues you would be concerned about. (10 marks).

### **Question Three**

- Why are press releases important? (2 marks).
- If you were to write a press release regarding the activities of your development organization, explain the nine areas you would ensure you cover. (18 marks).

### **Question Four**

- Why is rural radio important? (2 marks).
- If you were to start a community radio, explain nine essential features you would ensure it has. (18 marks).

### **Question Five**

- Explain eight ways in which New Media contributes to sustainable development. (16 marks).
- Explain two benefits that can result from ICT and internet connectivity. (4 marks).