



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF LIBERAL STUDIES & COMMUNITY DEVELOPMENT

UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF
SCIENCE IN DEVELOPMENT STUDIES
(BSDS SEPT 2013 12)Y2 S1

BDS 4204: INTRODUCTION TO DEVELOPMENT COMMUNICATION

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER, 2013

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

SECTION A – COMPULSORY

SECTION B – Answer any other **TWO** questions

-This paper consists of **2 printed** pages

SECTION A: COMPULSORY (30 MARKS)

QUESTION 1

- Explain the principles of development communication with relevant examples. **(10 marks)**
- Describe the theories that underpin the social-political aspects of development communication. **(10 marks)**
- Discuss the advantages of rural radio as a forum for rural people in Kenya. **(10 marks)**

.SECTION B: Answer ANY TWO questions (40 marks)

QUESTION 2

Communication planning for development is a logical process guided by a systematic and rational framework. Discuss this statement with an appropriate example for a participatory communication plan **(20 marks)**

QUESTION 3

- a) Explain the term 'diffusion of innovation' **(4 marks)**
- b) What are the qualities that determine the success of the spread of an innovation? **(6 marks)**
- c) Explain graphically on how specific innovations could spread among different segments of population. **(10 marks)**

QUESTION 4

- a) Explain the term 'media advocacy' **(5 marks)**
- b) Describe the steps of organizing a media advocacy campaign using an appropriate example. **(15 marks)**

QUESTION 5

- a) Critically analyze the 'entertainment –education syndrome' **(8 marks)**
- b) Discuss on the main areas for action to incorporate women in development communication. **(12 marks)**