

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATION  
RESIT/SUPPLEMENTARY / SPECIAL EXAMINATIONS  
EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR JOURNALISM AND  
MASS COMMUNICATION**

**COMM 372: COMMUNICATION DEVELOPMENT**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: WENESDAY 03/11/2021**

**2.30 P.M - 4.30 P.M.**

**INSTRUCTIONS**

- 1. Attempt question ONE and any other TWO.**
- 2. The exam takes TWO hours.**

**QUESTION ONE 30 MARKS (COMPULSORY)**

A. Define the following terms as they are used in this course (10 marks)

- Communication
- Development
- Participatory paradigm
- Monitoring and evaluation
- Stakeholders

B. Imagine you work for a developmental organization as a communication office. Prepare a communication strategy for a project the organization is planning to develop in a Nairobi city slum. (20 marks)

**QUESTION TWO (20 MARKS)**

Distinguish the diffusion of innovations theory and the social marketing model.

**QUESTION THREE (20 MARKS)**

Analyze the four common types of development communication. Use examples in your response.

**QUESTION FOUR**

Discuss four basic principles of development communication. Use examples of development projects in your response.

**QUESTION FIVE**

Analyze using a hypothetical project of your choice the seven steps of a CBA (Communication based assessment).

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