

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF
DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

COMM 372: COMMUNICATION AND DEVELOPMENT

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 6 /07/ 2021

8.30 AM – 10.30 AM

INSTRUCTIONS:

- Answer question **One** (Compulsory) and any other **Two** questions.
- Do not write anything on the question paper

QUESTION ONE (30 MARKS) (COMPULSORY)

- A. Define the following terms as they are used in this course. [10 Marks]
- Monitoring and evaluation
 - Capacity building
 - Diffusion of innovations
 - Development Communication
 - Communication Based Assessment
- B. Assume you work for a developmental organization as a communication specialist. Prepare a communication plan for a project the organization is planning to develop in rural Kenya. [20 Marks]

QUESTION TWO (20 MARKS)

Distinguish the modernization communication theory and the participatory communication model.

QUESTION THREE (20 MARKS)

Analyze the four common models of development communication. Use examples in your response. [20 Marks]

QUESTION FOUR

Discuss using examples the role of media and communication technologies in development. [20 Marks]

QUESTION FIVE

- A. Discuss five communication approaches used in development projects today. For each of the five, give detailed examples of the appropriate projects which can best suit them. [10 Marks]
- B. Explain five of the World Bank's reasons for evaluating impact of communication in development projects. [10 Marks]

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