



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE IN COMMUNITY DEVELOPMENT

CDEV 422: COMMUNICATION FOR DEVELOPMENT

STREAMS: Y4S2

TIME: 2 HOURS

DAY/DATE : WEDNESDAY 22 /09/ 2021

8.30 AM – 10.30 AM

INSTRUCTIONS TO CANDIDATES:

- Answer Question One and any other Two Questions.
- DO NOT WRITE ANYTHING on the question paper.

1. a) Outline advantages of participatory approach in communication for development. [10 Marks]

Marks]

b) Describe modes of Communication for development. [10 Marks]

c) Basic communication can be approached in various ways. Explain. [10 Marks]

2. a) For communication to be effective, it has to be divergent. Explain. [12 Marks]

b) Development in a project cycle occurs in phases. Describe the phases.

[8 Marks]

3. a) Discuss some of the challenges experienced in evaluating impact of communication. [12 Marks]

Marks]

b) Describe ways in which community members can participate in development initiatives. [8 Marks]

Marks]

4. Describe the historical background of communication for development by use of the three paradigms. [20 Marks]

5. a) Outline some of the advantages of engaging social media in communication. [10 Marks]

Marks]

b) Point out some of the factors for consideration when designing messages for communication for development. [10 Marks]

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