

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF COMMUNITY DEVELOPMENT**

**CDEV 422: COMMUNICATION FOR DEVELOPMENT**

**STREAMS: BSC (CDEV) Y4S1**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 10/12/2019**

**8.30 AM – 10.30 AM**

---

**INSTRUCTIONS:**

**Answer Question One and any other Two Questions**

1. (a) Write brief notes on the following
  - (i) Impacts of communication on development [8 marks]
  - (ii) Modes of communication for development and their roles in development. [8 marks]
  - (iii) Characteristics of development communication. [6 marks]
- (b) Discuss the strengths of top-down communication and give examples in each case. [15 marks]
2. (a) Communication for development can be classified into three paradigms. Discuss. [15 marks]
- (b) State any factors essential for environmental communication. [5 marks]
3. (a) What is your understanding of the various approaches to communication for development. [12 marks]
- (b) Describe the various phases of communication for development in a project cycle. [8 marks]
4. (a) (i) Examine the role of media in development communication. [6 marks]

- (ii) Differentiate between cooperate communication and communication for development. [4 marks]
    - (b) As a communication development specialist, outline the factors for consideration in a message for a health behavior change in the community. [10 marks]
  - 5.
    - (a) State the challenge of evaluating impact of communication. [12 marks]
    - (b) Outline the principles of development communication. [8 marks]
-