

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
COMMUNICATION AND MEDIA STUDIES**

COMM 372: COMMUNICATION AND DEVELOPMENT

STREAMS: BA (COMM & MEDIA)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/4/2018

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **ANSWER THREE QUESTIONS**
- **QUESTION ONE IS COMPULSORY AND CARRIES 30 MARKS**
- **ALL OTHER QUESTIONS CARRY 20 MARKS EACH**

QUESTION ONE

- (a) Discuss five factors that have in the recent past necessitated the need to incorporate communication as an ingredient of development. [15 marks]
- (b) Discuss the relationship between communication, media, democracy and development. [15 marks]

QUESTION TWO

Discuss the popularity of community rural radio in community development in Kenya. [20 marks]

QUESTION THREE

Explain the following terminologies and provide an example for each

- (i) Sustainable development
- (ii) G N P
- (iii) Economic climate
- (iv) Development indicators
- (v) Globalization

QUESTION FOUR

Discuss the four axis communication model for sustainable development.

[20 marks]

QUESTION FIVE

(a) Explain five key components of globalization.

[10 marks]

(b) Explain five challenges that pose as threat to globalization.

[10 marks]
