



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES AND CREATIVE INDUSTRIES**

**BACHELOR OF COMMUNICATION AND PUBLIC
RELATIONS.**

COURSE CODE: CPR 4206

**COURSE TITLE: DEVELOPMENT
COMMUNICATION**

DATE: 24/4/ 2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO questions

This paper consists of TWO printed pages. Please turn over.

SECTION A: COMPULSORY SECTION

QUESTION ONE

a) Over time, various scholars and professionals have come up with their own definitions, descriptions and explanations of “development”, depending on their field of study and the angle from which they consider it. In light of the above, describe various approaches that have been put forth in order to describe the concept development globally today **(15 Marks)**

b) Distinguish between development support communication and development communication **(5 Marks)**

SECTION B: ANSWER ANY OTHER TWO QUESTIONS

QUESTION TWO

Globally, the era of teachers’ dominance in the class is fading away and collaborative learning is now the alternative paradigm. Online learning contents have given everyone liberty to study at their own pace or in a group interactive system. In light of the above, discuss the various **E-platforms** that have revolutionized education in the 21st Century **(15 Marks)**

QUESTION THREE

a) Health information and communication is as important as health care delivery in itself. The state of public health and the role that media plays towards creating health awareness and involvement in persuasive health campaigns has been a focus of researchers. Discuss **(10 Marks)**

b) Briefly describe any five components of development health communication **(5 Marks)**

QUESTION FOUR

a) Describe the functions of a development planner in participatory development communication using relevant examples **(10 Marks)**

b) Explain how mass media can be used as “magic multipliers” in development programs in Kenya today **(5 Marks)**

QUESTION FIVE

a) Explain the application of media in the process of diffusion of innovation for development of different adopter categories of people in developing countries today **(10 Marks)**

b) Discuss any **FIVE** types of print publication used in development communication in developing countries around the world **(5 Marks)**

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