



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF COMMUNICATION & PUBLIC
RELATIONS/JOURNALISM**

COURSE CODE: CMJ 1206

COURSE TITLE: DEVELOPMENT COMMUNICATION

DATE: 24TH APRIL 2019

TIME: 2.30PM - 4.30PM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

Question One

- a) What is development communication? (4marks)
- b) Highlight the various channels of communication (8marks)
- c) Development communication plays a very important role in the development process, explain (8marks)
- d) There are various issues that development communication seeks to address, using examples identify some of the problems facing Africa today (10marks)

Question Two

In recent years we have seen various paradigm shifts in development communication, discuss. (20marks)

Question Three

- a) What is participatory development? (8marks)
- b) Using examples, describe the various forms of participatory development (12marks)

Question four

Discuss the various indicators of development. (20 marks)

Question five

- a)What is aid? (5marks)
- b)Aid has been responsible for the underdevelopment of African nations. Agree or refute this statement. (15 marks)

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