



MURANG'A UNIVERSITY OF TECHNOLOGY
SCHOOL OF EDUCATION, HUMANITIES AND SOCIAL
SCIENCES

DEPARTMENT OF HUMANITIES

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF
LINGUISTICS AND COMMUNICATION STUDIES

CLM 305 – DEVELOPMENT COMMUNICATION

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Explain four roles development communication play in development process. (8 marks)
- b) Define the term development communication. (4 marks)
- c) Briefly explain the history of development communication in Africa. (8 marks)
- d) Discuss five elements of development communication. (10 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Describe four channels of communication that can be used for development campaign, highlight its two (2) advantages. (16 marks)
- b) Differentiate between modernization and participation. (4 marks)

QUESTION THREE (20 MARKS)

- a) Discuss the role of media in development communication. (10 marks)
- b) Identify and explain five (5) communication technologies that can be used for development communication. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Information and communication technology revolution have implication to current and future development. Explain its benefits to development. (10 marks)
- b) There are various issues development communication seeks to address in Kenya. Using examples, discuss five (5) issues. (10 marks)