

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

CDEV422: COMMUNICATION FOR DEVELOPMENT

STREAMS: Y4S1 (ODEL)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 31/3/2021

8.30 AM – 10.30 AM

INSTRUCTIONS:

Answer Question One and Any Other Two questions

1.
 - a) i) Examine the role of media in development communication. [6 Marks]
 - ii) Characterize development communication [6 Marks]

- b) Describe various approaches that can be used for communication for development. [12 Marks]
- c) Describe the various phases of communication for development in a project cycle. [8 Marks]

2.
 - a) Discuss some of the factors you would consider when preparing for a message on health behavior change in Tharaka Nithi County. [10 Marks]
 - b) Outline viable principles that could guide you appropriately during communication for development. [8 Marks]

3.
 - a) Describe modes of communication and their roles in development. [8 Marks]
 - b) Describe the types of participation in development initiatives. [8 Marks]

4. a) Write brief notes on the paradigms on communication for development. [12 Marks]
b) Describe the types of participation in development initiatives. [8 Marks]
 5. a) Show your understanding about the four types of communication. [12 Marks]
b) Describe the types of participation in development initiatives. [8 Marks]
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