



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2013/2014**

**THIRD YEAR SECOND SEMESTER EXAMINATIONS FOR THE  
DEGREE OF BACHELOR OF ARTS (COMMUNICATION & MEDIA  
TECHNOLOGY) WITH INFORMATION TECHNOLOGY**

**(MAIN CAMPUS )**

**AMT 302: DEVELOPMENT COMMUNICATION**

***Date: 22<sup>nd</sup> July 2014***

***Time: 8.30 – 10.30 am***

---

**INSTRUCTIONS:**

- Answer question ONE and any other TWO questions.



**Answer question ONE and any other TWO**

Q1. Discuss the application of each phase of participatory approach in developing a communication strategy to empower the youth on socio-economic governance in Kisumu North Sub- County.

(30 marks)

Q2. Analyse any ten indicators of development.

(20 marks)

Q3. How have each of the paradigms below shaped development communication in the Developing countries?

- |       |                                     |           |
|-------|-------------------------------------|-----------|
| (i)   | Pro –Transfer of innovations        | (5 marks) |
| (ii)  | Persuasion and Top-down biases      | (5 marks) |
| (iii) | Mass media and literacy biases      | (5 marks) |
| (iv)  | Modernization and Dominant paradigm | (5 marks) |

Q4. With examples, discuss how Diffusion of Innovation theory has been used to spur development in rural Kenya.

(20 marks)

5277 Q5. (a) Analyse the relevance of each tool of rural communication to development.(10 marks)

(b) Discuss the functions of communication in rural development.

(10 marks)