

RONGO UNIVERSITY EXAMINATION

FOURTH YEAR FIRST SEMESTER REGULAR EXAMINATION

2016/2017 ACADEMIC YEAR

FOR THE DEGREE IN COMMUNICATION, JOURNALISM AND MEDIA STUDIES

COURSE CODE: CMM 404

COURSE TITLE: DEVELOPMENT COMMUNICATION

REGULAR EXAMINATION

INSTRUCTIONS

- Answer question one and any other three questions
- The exam duration is three (3) hours

QUESTION ONE (COMPULSARY)

- a. Discuss development communication as an important field of study. (10mks)
- b. Explain the link between communication and the various branches of development communication in the success of development programs. (15mks)

QUESTION TWO

Compare and contrast “top-down” and “bottom-up” approach to development identifying the role of communication in each. (15mks)

QUESTION THREE

Describe the roadblocks leaders face in development work and propose ways of mitigating them. (15mks)

QUESTION FOUR

Community development is a movement designed to promote better living standards for everyone in the community. Discuss. (15mks)

QUESTION FIVE

With relevant examples explain four purposes of monitoring and evaluation of development projects. (15mks)

SUCCESS