



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

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE  
CERTIFICATE IN COMMUNITY DEVELOPMENT

(HOMA BAY CAMPUS)

**DCC 0011: COMMUNICATION FOR DEVELOPMENT**

Date: 19<sup>th</sup> July, 2014

Time: 11.00 a.m. - 1.00 p.m.

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**INSTRUCTIONS:**

- Answer **THREE** questions.



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HOMABAY CAMPUS

DCC OO11: COMMUNICATION FOR DEVELOPMENT.

**INSTRUCTION:** ANSWER THREE QUESTIONS.

1. Explain the importance of communication in community development.
2. Discuss the major principles of effective communication.
3. Explain methods used to overcome communication barriers
4. Explain advantages and disadvantages of mass media in community development
5. Explain challenges hindering effective communication for development
6. Explain how communication for development can be used in promoting agricultural productivity.