



MASEÑO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR DIPLOMA
IN COMMUNITY DEVELOPMENT
(HOMA BAY CAMPUS)**

DDC 0107: DEVELOPMENT COMMUNICATION

Date: 6th April, 2014

Time: 8.00 - 10.00am

INSTRUCTIONS:

- Answer ANY THREE questions.

INSTRUCTION: ANSWER THREE QUESTIONS

- Q1 a) Explain different types of communication as used in development communication
b) Explain importance of development communication in the community development process.
- Q2 Explain the major principles of development communication.
- Q3 a) Briefly explain the Johari window as used in development communication
b) Explain the major steps to maximize effective development communication.
- Q4 Discuss the factors to consider when designing messages for development communication.
- Q5 Explain the relevance of evaluating the impact of communication in community development process.
- Q6 Discuss the role of media as an agent of change in the community development process.