



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

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE  
DIPLOMA IN COMMUNITY DEVELOPMENT  
(CITY CAMPUS)

**DDC 0107: DEVELOPMENT COMMUNICATION**

Date: 27<sup>th</sup> March, 2014

Time: 9.00 - 11.00 a.m.

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**INSTRUCTIONS:**

- Answer **THREE** questions.



**CITY CAMPUS**

**DDC: 0107: DEVELOPMENT COMMUNICATION**

**INSTRUCTION: ANSWER THREE QUESTIONS**

1. a) Define Communication  
b) Discuss the various types of development communication.
2. a) Define the concept of Development Communication  
b) Discuss the contribution of development communication to the process of Community Development.
3. Discuss any two theories of Development Communication.
4. Discuss the contribution of the following forms of media to the process of Communication for Development:
  - i. The internet
  - ii. Print media e.g. newspapers
  - iii. Cell phones
  - iv. Radio
5. a) Define Communication for Social Change  
b) Discuss the essential conditions needed for the success of communication for social change.
6. Discuss the obstacles to the process of Communication for Development.