

**SCHOOL OF ARTS AND SOCIAL SCIENCES
END OF SEMESTER TWO 2022/2023 EXAMINATIONS
BDDS 3, BLGHR 1
COMMUNICATION SKILLS AND ADVOCACY**

TIME: 3 HOURS

DATE: WEDNESDAY 21ST JUNE 2023

TIME: 9.30AM – 12.30PM

Instructions:

- Answer **Four** questions in all
- All questions carry equal marks.

1. Explain how the four language skills are interlinked. **(25 marks)**
2. Describe what you consider to be the most appropriate ways in which a panel can use interviews to select the best candidate for a given post. **(25 marks)**
3. The following advertisement appeared in *New Vision* newspaper of 15th June 2023

Job opportunity

Post: Chief Administrative Officer

Qualification: A degree from a recognized institution in Democracy, Development Studies or Local Government Governance

Experience: At least three years

Required: Submission of an application letter with relevant supportive documents and a curriculum vitae

Deadline: 5th July 2023

Submit to: The Chairperson Mpigi District Service Commission

P.O Box 5162 Kampala

Apply for this job. **(25 marks)**

4. The government of Uganda has introduced the Parish Development Model in an effort to foster development more especially in rural areas. Show the most appropriate communication strategies government can use to make it effective. **(25 marks)**

5. Explain the meaning of mass media and show how it can be used to foster development and good governance. **(15 marks)**
6. Analyse the relationship between communication, development and planning
(25 marks)
7. Show how effectively local governments can use formal meetings as an administrative tool.
(25 marks)
8. Discuss the relevance of this course to your field of specialization **(25 marks)**