



**KARATINA UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**FOURTH YEAR, FIRST SEMESTER EXAMINATION**

**2023/2024 ACADEMIC YEAR**

**FOR THE DEGREE OF:**

**BACHELOR OF SCIENCE IN COMMUNICATION AND PUBLIC  
RELATIONS**

**COURSE CODE: CCM 404**

**COURSE TITLE: DEVELOPMENT COMMUNICATION**

**DATE: 20<sup>TH</sup> DECEMBER, 2023**

**TIME: 11.00AM-1.00PM**

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**INSTRUCTION TO CANDIDATES**

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## **CMM 404: DEVELOPMENT COMMUNICATION**

### **Answer question one and any other three questions.**

1. Read the case study below and answer the questions that follow.

#### **Huruma Village**

Huruma village is in the rural parts of Loreto County. Agriculture and farming practices are stated as the major occupations of the individuals In Huruma village. Apart from these, they are engaged in the production and manufacturing of handicrafts, basket weaving, pottery making, and so forth. People in Huruma village, especially women, the oppressed and the very poor, usually feel powerless to steer development policies, priorities, technologies, agenda and programmes. They believe that development is controlled and decided almost entirely by outsiders and they cannot influence this process. Further, the culture in Huruma Village does not allow women to speak in public. Therefore most women do not see the need to attend public participation to discuss how funds will be utilized by the County Government of Loreto. Moreover, development extension staff are unwilling to use participatory methods or are ignorant of these even when there is political will to use participatory communication to drive development agenda.

Required:

- a) Describe five characteristics of the rural areas like Huruma Village. (5 marks)
- b) One of the development objectives of rural areas is improvement of Protective Capabilities. Describe five problems and difficulties Huruma Village could be facing. ( 5 marks)
- c) Explain five Development Communication strategies that the County Government of Loreto need to put in place to improve agriculture productivity in the above Village. (5 marks)
- d) Illustrate five aspects that need to be developed in Huruma Village to make the village secure better livelihoods opportunities. ( 5 marks)
- e) Explain five reasons why development extension staff in Huruma Village are unwilling to use participatory communication. ( 5 marks)

2. a) In order to achieve political development, collective effort is required from different development actors. One of the actors of development is the media. With elaborate examples discuss the role of the media in political development. (10 marks)  
b) Describe five principles that guide a good Participatory Rural Communication Appraisal (PRCA) (5 marks)

3. a) Many people in the world suffer from chronic malnutrition and each year, some million children below the age of five die from infectious diseases that can be directly or indirectly attributed to hunger or malnutrition. With relevant examples discuss community intervention in Nutrition. (10 marks)

b) Examine five reasons why development communication programs should be evaluated. (5 marks)

4. a) Development is complex and interdisciplinary; discuss this in line with your understanding of development. (10 marks)

b) Explain how Entertainment Education (EE) contributes to the process of directed social change. (5 marks)

5. a) With the high prevalence rate of HIV AIDS infection among the youth in Kenya, urgent interventions are needed to control the disease. Discuss health intervention that can be used to reduce the spread of HIV AIDS. (10 marks)

b) Describe five criticism of the modernization paradigm in Development Communication. (5 marks)

6. Assuming you are a development communication practitioner who has been tasked to develop and evaluate a jigger eradication campaigns in Kenya.

a) Explain why it is important for you to plan for the jigger eradication campaigns. ( 5 marks)

b) Discuss the steps you will take in developing and evaluating the campaign programme. (10 marks)