

CMM 121



**ALUPE
UNIVERSITY**

OFFICE OF THE DEPUTY VICE CHANCELLOR
ACADEMICS, RESEARCH AND STUDENT AFFAIRS

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER MAIN EXAMINATION

FOR THE BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC
RELATIONS

COURSE CODE: CMM 121

**COURSE TITLE: INTRODUCTION TO DEVELOPMENT
COMMUNICATION**

DATE: 15/04/24

TIME: 9.00am-12.00pm

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE
- THIS PAPER CONSISTS OF 3 PRINTED PAGES
- PLEASE TURN OVER

MAIN/REGULAR
COURSE CODE: CMM 121 TITLE: INTRODUCTION TO DEVELOPMENT
COMMUNICATION

STREAM: CPR

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i. Answer three questions. Question one is compulsory*
- ii. Do not write on the question paper*

QUESTION ONE

- a) Discuss **FIVE** goals of development communication. **(10 marks)**
- b) Discuss **FIVE** basic principles of development communication. **(10 marks)**
- c) Highlight **FIVE** challenges of development communication. **(10 marks)**

QUESTION TWO

The media plays a very instrumental role in development communication since it is a tool used to facilitate the participation of people in developmental issues.

- a) Using relevant examples, discuss the role of the media in development communication. **(10 marks)**
- b) Explain **FIVE** challenges faced by the media in development communication. **(10 marks)**

QUESTION THREE

Development communication requires multi-stakeholder cooperation in order to succeed. Discuss the roles of the following stakeholders in development communication:

- a) Government **(4 marks)**
- b) Non-Governmental Organizations **(4 marks)**
- c) Community members **(4 marks)**
- d) Elders and local leaders **(4 marks)**
- e) Journalists **(4 marks)**

QUESTION FOUR

- a) Compare and contrast development journalism and conventional journalism. **(10 marks)**
- b) Discuss **FIVE** challenges of rural communication. **(10 marks)**

QUESTION FIVE

- a) Discuss **FIVE** strategies that can be used to ensure the success of development communication initiatives.
(10 marks)
- b) Development communication is people-centered, participatory and responsive. Discuss this statement using clear examples. **(10 marks)**
