



The Co-operative University College of Kenya
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

END OF SEMESTER EXAMINATIONS APRIL - 2015

EXAMINATIONS FOR DIPLOMA IN COMMUNITY DEVELOPMENT

UNIT CODE: COCD 1109

UNIT TITLE: COMMUNICATION FOR DEVELOPMENT

DATE:

TIME:

INSTRUCTIONS:

Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- a) Define the term development communication (2 Marks)
- b) Explain the FOUR (4) axes of development communication (8 Marks)
- c) Discuss FIVE (5) characteristics of development communication (10 Marks)
- d) State FIVE (5) reasons why community participation is deemed desirable from the point of view of development agencies and governments (5 Marks)
- e) With the use of a diagram explain the communication process (5 Marks)

QUESTION TWO

- a) Explain any FIVE (5) development communication theories (15 Marks)
- b) Outline the types of development communication (5 Marks)

QUESTION THREE

- a) Explain the SEVEN (7) Millennium Development Goals (14 Marks)
- b) Describe how the political system of a country affects development (6 Marks)

QUESTION FOUR

Describe citing relevant examples how the media or radio has spurred development in Kenya today (20 Marks)

QUESTION FIVE

Describe any FIVE (5) basic principles of development communication (20 Marks)