



**ALUPE UNIVERSITY  
COLLEGE**

*... Bastion of Knowledge ...*

P. O.Box 845-50400 Busia(K)

principal@auc.ke

Tel: +254 741 217 185

+254 736 044 469

off Busia-Malaba road

OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

---

## UNIVERSITY EXAMINATIONS

### 2018 /2019 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

## FOR THE DEGREE OF BACHELOR FOR THE DEGREE OF BACHELOR OF SCIENCE IN COMMUNICATIONS AND PUBLIC RELATIONS

COURSE CODE: *Cmm* ~~BBM~~ 121

COURSE TITLE: DEVELOPMENT COMMUNICATIONS

DATE: 16/04/2019

TIME: 9.00am-12.00pm

---

### INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

**INSTRUCTIONS TO CANDIDATES**

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



**QUESTION ONE**

- a) Giving illustrations, define the following terms (10 Marks)
  - i. Rural sociology
  - ii. Decentralization
  - iii. CBO
  - iv. NGO
- b) Explain any FIVE importance of rural sociology in Kenya (10Marks)
- c) Discuss FIVE Characteristics of Rural Sociology (10Marks)

**QUESTION TWO**

Explain the following terms in relation to Development Communication (20Marks)

- i. Participatory Communication
- ii. Modernization paradigm
- iii. Dependency theory
- iv. Dominant paradigm

**QUESTION THREE**

- a) Using relevant examples, describe FIVE characteristics of a village Community (10Marks)
- b) Non-governmental agencies play a crucial role in rural development. Paying attention to the communication aspects of development justify the statement (10Marks)

**QUESTION FOUR**

The promises offered by the internet and other new technologies will remain incomplete until they are deployed to cater for people on the other side of digital divide, from the above statement,

discuss the ways in which the new media can be used to enhance development in Rural Kenya

(20 Marks)

**QUESTION FIVE**

a) Your friends have always had difficulties in understanding the difference between development communication and communication for development. As an expert in this field clarify to them the difference and how they can apply them in day to day activity

(10 Marks)

b) Provide justifications for the adoption of participatory paradigm of development communication in the campaign

(10 Marks)

\*\*\*\*\*

