



DEVELOPMENT COMMUNICATION

DCM 104

Roysambu, Day

SECTION A: Compulsory

Question One

Assume you have been engaged by the Government of Kenya as a communication expert and you have been tasked with coming up with a development communication strategy to raise awareness on how to prevent the spread of the Corona Virus (COVID-19).

- a) Develop two objectives for your communication plan *(4 marks)*.
- b) Clearly identify who will be your target audience *(2 marks)*.
- c) Giving reasons, name any four stakeholders you would propose to work with *(4 marks)*.

SECTION B: Answer any THREE questions in this section

Question 2

There is increased push to use mobile money as a payment mode to curb the transfer of germs and diseases that could be associated with handling money. However, there are still many people who are yet to adopt this payment mode especially in rural areas. Using the Diffusion of Innovation concept, explain any five factors that may have affected the adoption of mobile money as a payment mode among Kenyans living in rural areas. *(10 marks)*

Question 3

Using examples, discuss FIVE reasons why development communicators need to clearly define their target audiences before preparing communication strategies *(10 marks)*.

Question 4

You are working with a Non-Governmental Organization on a project to educate the youth of Kibera Slums on the dangers of irresponsible sexual behavior. Discuss with reasons any FIVE communication channels you would use to reach your target audience *(10 marks)*.

Question 5

Assume you are working with a Community Based Organization in Mathare Slums on a project to encourage pregnant mothers to use mosquito nets. You have been assigned to come up with key messages to be shared during the campaign period.

- i) Develop TWO key messages you would recommend for the above project (**4 marks**).
- ii) Explain any THREE considerations you have applied in designing your key messages to make them appropriate for your selected target audience (**6 marks**).

End