



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR THE DIPLOMA IN COMMUNICATION
JANUARY – APRIL 2026 TRIMESTER
COURSE CODE: DCM 104
COURSE TITLE: DEVELOPMENT COMMUNICATION
EXAM DATE:xxxxxxx
TIME: xxxxxx
DURATION: 3 HOURS
INSTRUCTOR: REDEMTOR ATIENO

INSTRUCTIONS

- **Read all questions carefully before attempting.**
- **Answer question ONE and any other THREE Questions**
- **All other PAC University examination rules and regulations apply**

SECTION A

Question1 (Compulsory)

(30 MARKS)

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

Case Study: “*Clean Water for All*” Campaign

A county government launched a “Clean Water for All” campaign aimed at encouraging rural communities to use treated water and improve hygiene practices. The campaign used posters, radio announcements, and public barazas (community meetings).

After three months, the evaluation showed that:

- Many community members did not understand the key messages.
- Most women, who are responsible for fetching water, were not actively involved in campaign planning.
- Feedback mechanisms were weak, and there was little opportunity for the community to respond.
- Traditional storytellers and drama groups were not involved.

Questions

- a) Explain the role of communication in development as illustrated in the case study. (3 marks)
- b) Identify three weaknesses in the communication approach used in the campaign. (3 marks)
- c). Explain how participatory approaches could have enhanced message comprehension and ownership. (5 marks).
- d) Identify three key communication challenges evident in the campaign. (3 marks)
- e). Explain why the exclusion of women from campaign planning weakened its effectiveness. (4 marks)
- f) Suggest two culturally appropriate communication channels that could have improved community engagement. (2 marks)
- g) Propose three ways to strengthen feedback mechanisms in such campaigns. (6 marks)
- h) Outline two evaluation methods you would use to measure the success of the revised campaign. (4 marks)

SECTION B: Answer any Three Questions

2a). Discuss the major development communication models (5mks)

b). Evaluate their relevance in contemporary development practice. (5mks)

3. Explain the process of formulating development messages and producing effective communication tools. (10mks)

4(a). Explain the conceptual framework of Development Communication. (5 marks)

4(b). Describe the key components of the Development Communication framework, giving relevant examples. (5 marks)

5(a). Explain the stages involved in Development Communication Planning. (5 marks)

5(b). Explain the methodology used in Development Communication. (5 marks)