



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS
IN COMMUNICATION

MAY- AUGUST 2024 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE: DCO205

COURSE TITLE: DEVELOPMENT COMMUNICATION THEORIES

EXAM DATE:

TIME:

DURATION: 3 HOURS

INSTRUCTIONS

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

Question 1 (Compulsory)

The proponents of the modernization paradigm argue that modernization is a linear process that involves the transition from traditional patterns to modern ones. Discuss this statement under the following concepts.

- i) The adoption of new technologies. (5mks)
- ii) The growth of markets and trade. (5mks)

Question 2

Early marriage is a common problem, especially in rural areas. Assume that rural people are not very much aware of the bad consequences of early marriage. Demonstrate how you would apply the **P Process Model** for social mobilization to address the issue in a rural area of your choice. (10mks)

Question 3

In the mid-1960s, Andre-Gunder Frank argued that: “the economic development of the Global North was intrinsically linked to the underdevelopment of the Global South as the former benefited from exploiting the latter's resources and labor”. Using Kenya as a case, illustrate five ways in which dependency has affected the state of the periphery nations. (10mks)

Question 4

Imagine that an organization is planning to undertake a campaign to popularize a new economic activity in your local community. Using Everett Roger's Diffusion of Innovation Theory, illustrate the expected pattern in the adoption of the desired Change. (10mks)

Question 5

Evaluate the relevance of Community-Based Participatory Research (CBPR) in development communication. (10mks)