



DCO 205 – DEVELOPMENT COMMUNICATION CAMPAIGNS

APRIL 2022 EXAM

DEGREE PROGRAMME

Section A – Compulsory

Question One (10 marks)

Social marketing is the application of commercial marketing techniques to solve social problems such as the low uptake of the COVID-19 vaccine. As a Communications officer at the Ministry of Health, discuss how you would implement this knowledge to persuade the target audience **(10 marks)**

Section B – Choose any three questions (30 Marks)

Question two

- a) The World Health Organization (WHO) credited as the best representative of the Health Communication approach has changed its development communication strategies for better impact. As the communications officer at *WHO*, discuss the **three** new strategies you would apply when planning for a communications campaign on maternal health in the rural areas **(6 marks)**
- b) In order to demand for a particular development objective such as building of more schools in a neglected area, it is important to strive for social mobilization. As a Communications officer at UNICEF, discuss how you would achieve social mobilization at:
 - i. The policy level **(2 marks)**
 - ii. The grassroots level **(2 marks)**

Question three

- a) UNESCO is the UN agency that focuses on the Institution-building approach to provide developing nations with skills and facilities to carry out development

communication. With reference to Kenya or Africa discuss **three** ways in which UNESCO undertakes this mandate **(6 marks)**

- b) Discuss two of the preferred methods of communication and media in the monologic and the dialogic mode **(4 marks)**

Question four

UNAIDS identified five interrelated factors in communications for HIV/AIDS preventative health behavior. As a communications officer, discuss these **five** factors which would be instrumental in formulating your campaign **(10 marks)**

Question five

- a) You are the lead communications officer for a local NGO that is charged with educating farmers in rural areas. Ideally, you should focus on community participation. Discuss any three media you would use in this project **(6 marks)**
- b) Discuss any **two** activities that you will undertake during the **implementation** stage of this project **(4 marks)**