

DCO 203 – INTRODUCTION TO DEVELOPMENT COMMUNICATION
MAY – AUG 2021 EXAM
DEGREE PROGRAMME
DAY CLASS, THIKA ROAD CAMPUS

Section A – Compulsory (10 Marks)

Question One

- a) You are the Strategic Communications Manager at Maendeleo County. Discuss the **three** key pointers you would apply when developing content for the various development agendas. **(6 marks)**
- b) Discuss any two categories of messages you would focus on while developing messages for health communication, which is an area of development communication. **(4 marks)**

Section B – Choose any Three Questions (30 Marks)

Question Two

- a) To increase the awareness and knowledge on various development issues, describe any **three** communication and media products you would design or produce and the platforms where they would be used in the absence of radio, television or social media accounts **(6 marks)**
- b) As a passionate student of Development Communication, other than paying for publicity on television and radio programs, discuss **two** opportunities you would use to publicize disability issues to international audiences. **(4 marks)**

Question Three

Kenya is a third world country with various development needs. As the Communications Advisor to the government, explain any **five** development communication approaches that you would recommend to be use in order to achieve our development goals. **(10 Marks)**

Question Four

- a) As the Communications officer for Afya Kenya, discuss the **four** stages you would follow in developing a communication campaign for the uptake of the inadequate Covid-19 vaccine in Kenya **(8 marks)**
- b) Name **one** category of a protest that is relevant to development communication and give an actual example from past protests in Kenya or Africa **(2 marks)**

Question Five

Entertainment Education using Drama, Themed movies, reality shows, are used to pass a message to the audience. Documentaries can also be useful in highlighting various issues. Discuss any **five** factors to Consider during such productions **(10 marks)**