



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF EDUCATION, HUMANITIES AND SOCIAL  
SCIENCES**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN  
DEVELOPMENT AND POLICY STUDIES**

**1<sup>ST</sup> YEAR 2<sup>ND</sup> SEMESTER 2019/2020 ACADEMIC YEAR**

**RE-SIT/SPECIAL EXAMINATION**

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**COURSE CODE: ZDZ 3126**

**COURSE TITLE: COMMUNICATION AND DEVELOPMENT**

**EXAM VENUE:**

**STREAM: (BADPS)**

**DATE:**

**EXAM SESSION:**

**TIME: 2.00 HOURS**

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**INSTRUCTIONS:**

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions.**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

### **QUESTION 1**

1. Discuss any five of the key input elements of the communication process. (30 Marks)

### **QUESTION 2**

Millions of people in developing countries are excluded from a wide range of information and knowledge, with the rural poor in particular remaining isolated from both traditional media and new information and communication technologies which would improve their life. Explain some of the core areas of development and (20 Marks)

### **QUESTION 3**

Define the following concepts:

- a) Development communication (4 marks)
- b) Observable variables (4 marks)
- c) Inferred variables (4 marks)
- d) Observed indicators (4 marks)
- e) Inferred indicators (4 marks)

### **QUESTION 4**

You must know that the basic purpose of development is to enlarge people's choices and create an environment for people to enjoy long, healthy and creative lives. Explain the core areas of development in a country (20 Marks)

### **QUESTION 5**

You may be familiar with the term 'election campaign'. During elections we use communication to change the way people vote – from one party to another or from one candidate to another. Describe the various Medias used in communication to the audience during campaigns (20 Marks)