



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCE

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

1ST YEAR 2ND SEMESTER 2017 APRIL EXAMS

MAIN CAMPUS (REGULAR)

COURSE CODE: ZDS 3126

COURSE TITLE: COMMUNICATION AND DEVELOPMENT

EXAM VENUE:

STREAM: BA ARTS

DATE:

EXAM SESSION:

TIME: 2 HOURS

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.**

1. The roles of communication in development should be understood within the context of political processes, good governance, civil society, economic development and mass media. Discuss. (30 Marks)

2. Discuss the main elements of Grunig's Nested Segmentation and Situational Theory giving a diagrammatic presentation of Grunig's segmentation. (20 Marks)

3. Write short notes on the seven major elements of the communication process. (20 Marks)

4. Giving relevant examples, discuss the three main modes of communication. (20 Marks)

5. Recognizing barriers to effective communication is a first step in improving communication style. Discuss any five of these barriers giving examples. (20 Marks)

