PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

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

MAY- AUG 2026 TRIMESTER

COURSE CODE: DCO 205

COURSE TITLE: INTRODUCTION TO THEORIES OF DEVELOPMENT COMMUNICATION

DURATION: 2 HOURS

INSTRUCTOR: Dr. Caleb O. Ratemo

INSTRUCTIONS

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

SECTION A: COMPULSORY (10 MARKS)

i. Describe the **evolution of development communication theories and models**, highlighting key stages in their development. (6 marks)

ii. Using two examples, explain the relevance of **diffusion of innovations theory** in society. (4marks)

SECTION B: ANSWER ANY TWO (3) QUESTIONS (10 MARKS EACH)

QUESTION 2 – 10 MARKS

A county government introduces a new malaria prevention program but finds that adoption of mosquito nets remains low despite continuous awareness campaigns.

Using relevant theories, discuss Two ways in which the **Mass Media and Modernization Approach** and **Diffusion of Innovations Theory** can explain the success or failure of this program.

QUESTION 3 – 10 MARKS

A national NGO launches a campaign to promote family planning in rural communities but faces resistance due to cultural beliefs and misinformation.

Using relevant examples, analyze four ways in which **social marketing theory** can be used to improve acceptance and behavior change in such a context.

QUESTION 4 – 10 MARKS

A government development project aimed at improving youth employment is criticized for being top-down and not involving local communities.

i. Discuss the impact of **pro-persuasion and pro-top-down biases** in development communication (6mks)

ii. Suggest alternative participatory approaches that could improve effectiveness. (4 marks)

QUESTION 5 – 10 MARKS

A donor-funded rural development program fails to sustain its impact after project withdrawal.

Using **Dependency Theory** and **participatory development communication approaches**;

i. Critically analyze why such development projects often fail (6 marks)
ii. Propose sustainable communication strategies (5marks)

END OF EXAMINATION