



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

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

JANUARY-APRIL 2025 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE: DCO203:

COURSE TITLE: PRINCIPLES OF DEVELOPMENT COMMUNICATION

EXAM DATE:

TIME:

DURATION: 3 HOURS

INSTRUCTIONS

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

Question 1 (Compulsory)

The proponents of the modernization paradigm argue that modernization is a linear process that involves the transition from traditional patterns to modern ones. Discuss this statement under the following concepts.

- i) The adoption of new technologies. (5mks)
- ii) The growth of markets and trade. (5mks)

Question 2

An organization is planning to undertake a campaign to introduce a new economic activity in a given rural community. Using Everett Roger's Diffusion of Innovation Theory, illustrate the expected pattern in the adoption of the desired Change. (10mks)

Question 3

A charitable organization focuses on improving sanitation in one of the urban informal settlements in Nairobi City County. Using any five principles of development communication, demonstrate how the organizers would ensure that their messages resonate with the community.(10mks)

Question 4

Assume that your consultancy firm has been engaged by UNICEF to conduct a campaign for sustainable solutions to child marriages in a rural community where the practice is rampant.

By observing the entire logical progression, develop a communication strategy for the program. (10mks)

Question 5

You are part of a campaign that aims to reduce smoking rates among young adults in your community. Critique the role of media in influencing the desired behaviour change.(10mks)