



**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 2026 TRIMESTER**  
**COURSE CODE: DCO 203**  
**COURSE TITLE: INTRODUCTION TO DEVELOPMENT COMMUNICATION**  
**EXAM DATE:xxxxxxx**  
**TIME: xxxxxx**  
**DURATION: 3 HOURS**  
**INSTRUCTOR: REDEMTOR ATIENO**

**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**

**Question 1 (Compulsory)**

**(30 MARKS)**

Read the case study below and answer ALL the questions that follow.

**Case Study: “*Healthy Mothers, Healthy Nation*” Campaign**

The Ministry of Health launched a “Healthy Mothers, Healthy Nation” campaign aimed at reducing maternal mortality in rural communities. The campaign focused on encouraging pregnant women to attend antenatal clinics and deliver in health facilities.

The campaign used radio messages, posters, and community health talks conducted by nurses. However, after six months, the evaluation showed that:

- Many women still preferred home births.
- Men, who often make family decisions, were not actively targeted by the campaign.
- Messages were mainly in English and not in local languages.
- Community members were not consulted during planning.
- There was no clear system for monitoring feedback from the community.

### **Questions**

1a). Define development communication. (2 marks)

1b). Explain how development communication applies to the campaign described above. (3 marks)

1c.) Trace two historical roots or stages in the growth of development communication that are relevant to this case. (5 marks)

1d.) Using examples from the case, explain two approaches to development communication used or neglected. (6 marks)

1e.) Describe the importance of planning strategies in development communication, with reference to this campaign. (6 marks)

1f). Explain the importance of audience analysis in development communication campaigns, using examples from the campaign above. (8 marks)

### **SECTION B: Answer any Two Questions. Each question is 15 marks.**

2. Discuss the four-step process of development communication, giving practical examples at each stage. (15mks)

3. Describe the process of formulating development messages and producing effective communication tools. (15mks)

4 a). Evaluate the Integrated Approach to Development Communication. (7 marks)

4 b). Explain why the Integrated Approach is considered more effective than other development communication approaches. (8 marks)

5. Analyze the Mass Media Approach, distinguishing between the centralized and localized methods. (15mks)