



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HUMANITIES

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN COMMUNITY RESOURCE MANAGEMENT

HCM 206: COMMUNICATION TECHNOLOGIES FOR COMMUNITY

DATE: 24/11/2020

TIME: 8.30-10.30 AM

INSTRUCTIONS:

This paper consists of **FIVE questions**.

Answer **Question 1** and any other **TWO** questions

Question 1 carries 30 marks

Question 2-5 carry 20 marks each

QUESTION ONE (30 MARKS)

- a) State (5) features of communication in community development (5 marks)
- b) Giving relevant illustrations, describe (5) barriers to communication (5 marks)
- c) Examine five functions of communication in development (10 marks)
- d) Discuss five negative impacts of ICT on our everyday life (10 marks)

QUESTION TWO (20 MARKS)

- a) State (5) roles of media in community development (10 marks)
- b) Discuss (5) steps in the graphic design process for project development (10 marks)

QUESTION THREE (20 MARKS)

- a) Elaborate (5) types of electronic media accustomed for passing information (10 marks)
- b) Discuss (5) strategic steps for conducting community situational assessments (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss five participants involved in the assessment of local needs (10 marks)
- b) Giving illustrations, assess FIVE strategies for effective communication (10 marks)

QUESTION FIVE (20 MARKS)

- a) Sheila has been requested by the Machakos University to give a talk on learning materials and instructions. Discuss (5) typical methods of material instruction Sheila will give (10 marks)
- b) Describe (5) principles adopted for selecting instructional media in development (10 marks)