



MACHAKOS UNIVERSITY

University Examinations 2020/2021

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (COMMUNITY RESOURCE MANAGEMENT)

HCM 305: COMMUNITY OUTREACH PROGRAMMES

DATE: 11/8/2021

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 (COMPULSORY) (30 MARKS)

- a) Explain the following terms as used in community outreach. (5 marks)
- i) Community based education
 - ii) Outreach initiatives
 - iii) Community needs
 - iv) Stakeholders
 - v) Principles of outreach
- b) Analyze FIVE strategic goals of community outreach. (10 marks)
- c) Citing examples, Describe FIVE POINT roles of community outreach information (10 marks)
- d) Community outreach plays an essential role in community development. Explain (5 marks)

QUESTION TWO (20 MARKS)

- a) Citing examples analyze FIVE theories that guide successful community outreach. (15 marks)
- b) Justify the inclusion of stakeholders in community outreach. (5 marks)

QUESTION THREE (20 MARKS)

- a) Discuss the process of communication that leads to successful community outreach. (10 marks)
- b) The success of an outreach initiative depends on effective communication. Discuss FIVE barriers to communication. (10 marks)

QUESTION FOUR (20 MARKS)

- a) With relevant examples examine three outreach activities outlining their benefits to the community. (10 marks)
- b) Men and women play a vital role in community development. With reference to Machakos County critically explain the following;
- i) the role of men's self-help groups in promoting community development. (5 marks)
 - ii) issues that prevent women from participating in community development. (5 marks)

QUESTION FIVE (20 MARKS)

Citing relevant examples, discuss FIVE emerging issues that **negatively** affect community outreach programs in community Development.