



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HUMANITIES

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN COMMUNITY RESOURCE MANAGEMENT

HCM 305: COMMUNITY OUTREACH PROGRAMMES

DATE: 9/12/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS: Answer QUESTION ONE and any other TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain the following terms as used in community outreach.
 - i. Principles of outreach (1 mark)
 - ii. Community needs (1 mark)
 - iii. Leadership training (1 mark)
 - iv. Outreach initiatives (1 mark)
 - v. stakeholders (1 mark)
- b) Describe FIVE (5) strategic goals of community outreach. (10 marks)
- c) Illustrate five (5) roles of community outreach information. (10 marks)
- d) Community outreach plays an essential role in community development. State five (5) importance of community outreach programs(5marks)

QUESTION TWO (20 MARKS)

Men and women play a vital role in community development. With reference to Machakos County critically explain the following;

- a) Five (5) role of men's self-help groups in promoting community development. (10 marks)
- b) Five (5) issues that prevent women from participating in community development (10 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 (5) barriers to communication. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Elaborate FIVE (5) functions of stakeholders in community outreach. (10 marks)
- b) With relevant examples identify five (5) outreach activities outlining their benefits to the community. (10 marks)

QUESTION FIVE (20 MARKS)

- a) With illustrations analyze FIVE (5) theories that guide successful community outreach. (10 marks)
- b) Citing relevant examples, discuss FIVE (5) emerging issues in community outreach. (10 marks)