



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2013/2014**

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE  
DIPLOMA IN COMMUNITY DEVELOPMENT  
(HOMA BAY CAMPUS)

**DDC 0107: DEVELOPMENT COMMUNICATION**

Date: 19<sup>th</sup> July, 2014

Time: 8.00 – 10.00 a.m.

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**INSTRUCTIONS:**

- Answer **THREE** questions.



INSTRUCTION: ANSWER THREE QUESTIONS

1. Explain the importance of development communication in community development process
2. Explain factors that affect the design of messages for community development.
3. Explain the major principles of development communication.
4. Explain the characteristics of effective development communication in community development.
5. Explain the importance of media in community development.