

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SCIENCE AND ENGINEERING

DEPARTMENT: DISASTER RISK REDUCTION

BACHELOR OF SCIENCE HONOURS DEGREE IN DISASTER MANAGEMENT

DMG202: DEVELOPMENT COMMUNICATION

EXAMINATION

TIME: 3 HOURS

ANSWER ANY THREE QUESTIONS. USE ILLUSTRATIONS AND DIAGRAMS WHERE RELEVANT. MARKS FOR EACH QUESTION ARE INDICATED IN BRACKETS [].

1. Explain the four phase framework of development communication. [25]
2. As a development officer in a national roads project, explain how you would win the support of villagers whose fields would have been taken over by the road works. [25]
3. Assess any four types of communication, stating their purpose and functions. [25]
4. Discuss the basic principles of development communication. [25]
5. Illustrate the similarities and differences between one-way and two-way communication. [25]

END OF EXAMINATION