

**BINDURA UNIVERSITY OF SCIENCE EDUCATION**  
**FACULTY OF SOCIAL SCIENCES & HUMANITIES**  
**DEPARTMENT OF LANGUAGES AND COMMUNICATION SKILLS**  
**Programme: Bachelor of Communication Science Hons Degree**  
**(HBCom.Sc)**

Level 1

Examinations

2023

**HJ109: COMMUNICATION FOR DEVELOPMENT DURATION: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES:**

- Answer **Three (3)** questions ONLY.
- All questions carry equal marks (100 marks)
- Errors in grammar, punctuation and spellings will be penalized
- Credit will be given for clear, well organized and coherent answers

**QUESTIONS**

1. Identify any six principles in the convention of the rights of the child (Articles 12-13 and 17) and explain how they guide the development of communication for development (C4D) interventions
2. Outline the main facets of Maslow's hierarchy of needs theory and explain how the theory influences the design of communication for development (C4D) intervention
3. Examine with examples five (5) qualitative research techniques used in designing communication for development (C4D) work.
4. Identify and describe the five steps of the critical change model
5. Examine what steps are common in a communication planning process.