

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

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

JUN 2024

INSTRUCTIONS TO CANDIDATES:

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- 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. Examine with examples five (5) qualitative research techniques used in designing communication for development (C4D) work.
2. Identify the five (5) steps used by communication for development planning model and explain in detail what happens at each stage.
3. Demonstrate how the transtheoretical model informs development of communication for development (C4D) interventions
4. Without the identification and full description of five (5) "Steps of the P Process" research is inadequate. (Anonymous). Discuss.
5. Outline the main facets of any behaviour theory and explain how that theory influences design interventions in communication for development (C4D).