

Index number: \_\_\_\_\_ Signature \_\_\_\_\_ Date: \_\_\_\_\_



CHRISTIAN SERVICE UNIVERSITY COLLEGE  
KUMASI

FACULTY OF HUMANITIES  
DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of First Semester Examinations, 2021/2022 Academic Year

Level 400

BACS 407: DEVELOPMENT COMMUNICATION

JANUARY 2022

[70marks]

TIME: 2hrs 30minutes

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### INSTRUCTIONS TO CANDIDATES

Provide all answer in the **booklet** provided

Answer QUESTION ONE and any other TWO questions.

Note: Marks will be awarded for clarity of expression (grammar) and logical presentation of facts.

Write your index number clearly at the top of the question paper

*Examiner: Mr. Yaw Boadu Ayebofo*

1. a) What is Development Communication in your own understanding? ( 5 marks)  
b) How does the South Commission define Development? (5 marks)  
c) The United Nations Economic Commission for African States (ECA) defines Development as what? (5marks)  
d) What are the two definitions of Development by Everett Rogers that represent the old and new paradigms? (5marks)  
e) Define Development Communication. (5marks).
2. a) What do you understand by "Gender Mainstreaming in Policy?" (10 marks)  
b) Gender Equality is critical for National Development. Discuss. (10 marks)
3. a) What is the key thrust or Common Principle in the definitions of Development by the South Commission and ECA (10marks)  
b) What are the major pillars of differences between Endogenous and Exogenous development processes? (10 marks)
4. a) Identify three major strengths and weaknesses of Radio, Television and Newspapers each. (10 marks)  
b) Mention three key elements or principles in the definitions of development under the old and the new paradigms. (10 marks)
5. a) What is Exogenous Development? (5 marks)  
b) Define Endogenous Development. (5 marks)  
c) The four stages of the Diffusion of Innovation Model have been adopted into Development Communication. State the four stages under the Diffusion of Innovation and Communication genre respectively. (10 marks).