



MACHAKOS UNIVERSITY

University Examinations 2021/2022

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF FASHION DESIGN AND MARKETING

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (COMMUNITY RESOURCE MANAGEMENT)

HCM 206: COMMUNITY TECHNOLOGIES FOR COMMUNITY

DATE: 10/12/2021

TIME: 8:30 -10:30 AM

INSTRUCTIONS

Answer Question One and Any Other Two

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms (8 marks)
- communication technology
 - Development communication
 - Graphic design
 - New media
- b) Identify four (4) roles of media in community development (4 marks)
- c) Identify four (4) factors to consider when designing a message/instructional materials (4 marks)
- d) Citing relevant examples, describe four (4) modes of communication (8 marks)
- e) Explain three (3) forms of communication. (6 marks)

QUESTION TWO (20 MARKS)

- a) Businesses and organizations require professional graphic designers. Discuss five (5) key uses of graphic design. (10 marks)
- b) Effective communication is key to community development but it's not always the case. Discuss five (5) barriers to effective communication. (10 marks)

QUESTION THREE (20 MARKS)

- a) Giving examples, discuss two (2) media theories (10 marks)
- b) Advancement of communication technologies has led to advancement of education, Discuss (10 marks)

QUESTION FOUR (20 MARKS)

- a) Communication technology has impacts on livelihood assets. Giving examples, discuss its impacts on four (4) livelihood Assets. (12 marks)
- b) Discuss four (4) roles of media in community development. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss social impacts of communication technology as relates to community development. (15 marks)
- b) satellites are modern communication technology with many uses, Discuss. (5 marks)