



THE PAPUA NEW GUINEA UNIVERSITY OF TECHNOLOGY
DEPARTMENT OF COMMUNICATION AND DEVELOPMENT STUDIES
SEMESTER 2, 2020 EXAMINATION
CD125 DEVELOPMENT COMMUNICATION

QUESTION PAPER

EXAMINATION TIME: THREE (3) HOURS

SURNAME _____
GIVEN NAME _____
ID NUMBER _____
CAMPUS _____

INSTRUCTIONS TO CANDIDATES:

1. Check that there are 6 pages to this Examination Paper.
2. You have five (5) minutes to read this Examination Paper.
3. This paper contains **Five** Parts.

SECTION: A – MULTIPLE CHOICES (10) MARKS
SECTION: B – TRUE AND FALSE (6) MARKS
SECTION: C – MATCHING (10) MARKS
SECTION: D – SHORT ANSWERS (34) MARKS
SECTION: E – PARAGRAPH WRITING (40) MARKS

TOTAL 100 MARKS

4. Answer **ALL** questions.
5. All answers must be written on the **ANSWER SHEET ONLY**.
6. Notes and notebooks are not allowed.
7. Mobile phone is prohibited in the examination room.

SECTION A: MULTIPLE CHOICES QUESTIONS (10 MARKS)

For questions 1 – 10, read and understand each question, and select the correct answer from the given choices. Write your answers on the ANSWER SHEET.

QUESTION 1

What is the approach or strategy used to bring about change in communities?

- | | |
|-------------------------------|-----------------------|
| A. Development Communication. | C. Creative thinking. |
| B. Strategic planning. | D. Needs assessment. |

QUESTION 2

One of the main roles of Development Communication is to:

- | | |
|----------------------|-----------------------------------|
| A. change a society. | C. facilitate social development. |
| B. develop a person. | D. do needs assessment. |

QUESTION 3

Which of the following groups of audiences does Development Communication deals with?

- | | |
|---|-----------------------------------|
| A. Government and donors. | C. Leaders and community members. |
| B. Communicators of development and people. | D. Any people. |

QUESTION 4

The purpose of carrying out needs assessment in a community is to:

- A. Gauge people's views on public issues.
- B. Identify resources needed to implement a project.
- C. Gather accurate information representative of the needs of a community.
- D. Help a community improve its environment.

QUESTION 5

Which of the following is a Needs Assessment survey tool?

- | | |
|---|-------------------------|
| A. Using a focus group for data collection. | C. Developing a survey. |
| B. Creating Needs Assessment survey. | D. All of the above. |

QUESTION 6

An Organizational Planning involves creating a "to do" list. The list is based on:

- | | |
|---------------------------------|-----------------------------------|
| A. the strategic planning. | C. the development communication. |
| B. the organizational planning. | D. the organization's needs. |

QUESTION 7

One would see a problem in an organization as an opportunity because it:

- | | |
|--|---|
| A. facilitates problem solving. | C. allows one to see and do things differently. |
| B. adds value to academic discussions. | D. provides opportunity for advancing in life. |

(18)	needs assessment	B	A short statement of why an organization exists, what its overall goal is, identifying the goal of its operations: what kind of product or service it provides, its primary customers or market, and its geographical region of operation.
(19)	project proposal	C	A process of assessing an organization's goals and creating a realistic, detailed plan of action for meeting those goals, taking into consideration short- and long-term corporate strategies.
(20)	communication	D	A document that states the current and future objectives of an organization which is intended as a guide to help an organization make decisions that align with its philosophy and declared set of goals.
(21)	strategic planning	E	A systematic process for determining and addressing needs, or "gaps" between current conditions and desired conditions or "wants".
(22)	problem solving	F	A strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning.
(23)	vision statement	G	A strategy intended to build consensus and facilitate knowledge sharing to achieve positive change in development initiatives.
(24)	mission statement	H	A document that is used to convince a sponsor that a project needs to be kicked-off to solve a particular business problem or opportunity.
(25)	management planning	I	The imparting or exchanging of information by speaking, writing, or using some other medium.
(26)	SWOT analysis	J	A process of documenting and establishing a direction of a business—by assessing both where you are and where you're going.

SECTION C: SHORT ANSWERS QUESTIONS (34 MARKS)

Read each statement below and provide short answers for questions 27 – 33.

27. What is the ultimate goal of Development Communication? (2 marks)

28. Why is it important for organisations to do schedule GAPS Analysis? (2 marks)

29. Why is Organizational Planning an important process for organizations? (2 marks)

30. Why are Needs Assessments focused on the ends rather than the means? (2 marks)

31. List the Three-Phases of Needs Assessment Model, and briefly describe each of them. (9 marks)

32. Strategic Planning process has five (5) main steps. Name and briefly explain each of them. (10 marks)

33. Why is it important for organisations to do schedule GAPS Analysis? (2 marks)

34. Define the following quote: "*Plans are nothing; planning is everything.*" (Dwight D. Eisenhower) (5 marks)

SECTION D:

ESSAY WRITING

(40 MARKS)

QUESTION 35

For question 35, read the article below and write a project proposal for a particular rural area of your choosing, and in line with the objective highlighted in the article.

Your project proposal should be presented in the relevant FORMAT clearly and define the following components

A. Title

B. Origin

C. Beneficiaries

D. Partners

E. Duration

F. Project Budget

G. Theme

H. Priority Issue

I. Goal

J. Objectives

K. Activities

L. Action Needed

M. Effective Use of English

Poverty:

Poverty is here to stay. Half the world's populations, about 3 billion, live on less than K2 per day. Malnutrition, lack of health care, substandard housing, and illiteracy breed desperation, disease and daily suffering. Poverty traps future generations in a vicious cycle without hope or opportunity.

Poverty levels vary greatly by region. Poverty remains a mainly rural phenomenon, though urban poverty is on the rise. The majority of the poor are still found in rural areas and in the agriculture sector, primary as farmers and fishers. However, there are increasing numbers of poor households in urban areas, typically found in the informal sector. Poverty levels are strongly linked to educational attainment. Access to quality education is identified as a key pathway out of poverty.

The objective is to bring improvements to food security and reduce rural poverty through improving the quality, impact and sustainability of investments in agriculture, education and health.

Poverty reduction can be done via some development plans focusing on comprehensive human resource development, basic education, health, shelter, water, electricity; safety nets for most vulnerable sectors; encouraging poor to participate in governance modernization of agricultural sector with social equity; agrarian reform, improving rural infrastructure, implementing land reform, effective governance through transparency, reducing graft and corruption, strengthening partnerships with civil society and the private sector.

MARKING GUIDE (sample for consideration)

Title	Running Behaviour Management Training	
Origin	Provincial Guidance Officer, Morobe Province	
Beneficiaries	Principals and Teachers of Lae City Schools	
Partners	Lead Organization	National Department of Education – Inspections & Guidance
	Schools	Bugandi Sec, Bumayong Sec, Busu Sec. Lae Sec, Malahung H/S, Amba P/S, Butibam P/S, Bowali P/S, Huonville P/S, St Marys P/S, St Pauls P/S, St Martins P/S, Milfordhaven P/S, Markham Road P/S, Taraka P/S, Lanakapi P/S, Tensiti P/S, St Patricks P/S, Gantom P/S, SDA P/S
	Other Organizations	ELC PNG, SDA Church, Catholic Church
Duration	The project will take 6 months	
Budget	K20, 000. The Training will be funded by the National Department of Education, Division of Education (Morobe), and ELC PNG.	
Theme	Academic Excellence	
Priority Issue	Positive learning environment and academic goals	
Goal	The goal is to create a non-violent environment that will motivate students to want to learn.	
Objectives	<ol style="list-style-type: none"> 1. Raise awareness among students about the importance of education and their future 2. Involve students in school exchange programs with other schools within PNG and abroad 3. Have students enter writing competitions on what it means to be good citizens 	
Activities	<ul style="list-style-type: none"> ➤ Create a photo mural of people who are role models of good citizens and high academic achievers, and display it in the school library and notice boards ➤ Hold several school meetings to discuss and share school achievements because of less student discipline problems ➤ Create fliers each month giving information to students what to do if they have a problem with school work or at home ➤ Organize for school exchange programs with model schools of academic excellence and good citizenship ➤ Create learning groups for students, internally and externally to share learning tips and experiences 	
Action Needed	We need fully discuss the proposal with the Head Teachers of all the schools and get written commitment from them that their schools will participate in the training.	

END OF EXAM – ma&fk20