PAPUA NEW GUINEA UNIVERSITY OF TECHNOLOGY

DEPARTMENT OF COMMUNICATION & DEVELOPMENT STUDIES

CD 125 – COMMUNICATION FOR DEVELOPMENT

SEMESTER 2 EXAMINATION

INSTRUCTIONS:

1. Write your Student ID No., Name, Subject Code (CD 125), Course of Study (Communication for Development) & Year of Study (BACD 1), Examination Date, and Signature on the ANSWER BOOKLET. DO IT NOW!
2. You have 10 minutes reading time and 3 **Hours** to do the **EXAM**.
3. There are **4 SECTIONS** with **27 QUESTIONS** in this exam. You are required to answer **ALL** questions. The marks are indicated next to each question. Write ALL answers to the questions in the ANSWER BOOKLET provided. No additional material will be attached to the answer booklet.
4. **NO ELECTRONIC DEVICES, MOBILE PHONES and BAGS** are allowed in the room. ONLY your stationery (i.e. ruler, biros) is allowed. Place your ID card next to you to be checked by the Exam Invigilator.
5. **RULE a line** through <u>any mistakes</u>; correction fluid is not allowed. No additional papers will be provided; you are to use the blank side of the exam sheets for rough work.
6. Check that you have **pages numbered 1 to 6 on your Exam Paper.** The exam contents are as follows:

SECTION	QUESTION NO.	PAGE NO.	MARKS
1. Multiple Choice	1-20	1 - 5	20
2. Short Answers	21-24	5	25
3. Long Answers	25-26	5	20
4. Essay	23 - 29	6	35
			TOTAL = 100

SUBJECT EXAMINER: MR. NAGIOB JESSE

PART A: MULTIPLE CHOICE QUESTIONS (20 MARKS)

QUESTIONS 1-20

Select the most correct of the alternatives provided in each of the following

QUESTION 1

Quebral (1975) defines Development Communication as communication:

A. Intended for speedy transformation of a country.
B. Only for the disadvantaged communities.
C. To make communities change their way of living.
D. None of the above.

QUESTION 2

Development Communication offers the development process a number of inputs which include:

A. Provides communities with information they can use in bettering their lives.
B. A transforming role.
C. A way of raising consciousness and awareness amongst communities of issues pertaining to a better life for all.
D. Enabling a person to attain his or her full potential.

QUESTION 3

Which of the following are key elements of Development Communication?

A. That information intended to transform a community should be interesting and useful.
B. That the ultimate goal should be a higher quality of life for the people of a society.
C. That it should not be purely for economical value.
D. None of the above.

QUESTION 4

Development Communication is primarily associated with:

A. Urban problems.
B. Rural problems.
C. Development problems.
D. All of the above.

QUESTION 5

The goal of Development Communication in a specific society should be influenced by:

A. Consultation between that society and the government.

B. Networking between the society and others.

C. The ends and values of that society.

D. Focus groups in that society.

QUESTION 6

Development Communication is not only about delivering your message to the target receiver but it is about:

A. Using the right language.

B. Using appropriate network.

C. Using the right technology.

D. Communicating effectively.

QUESTION 7

Needs Assessment is:

A. Neither the present nor the future state.

B. A systematic approach that progresses through defined series of phases.

C. An extension of project planning.

D. A tool for engaging the public in achieving development goals.

QUESTION 8

According to Taylor (2003), the approach that seeks to gather accurate information representative of the needs of a community or an organization is known as:

A. Community Needs Assessment.

B. Development Communication.

C. Sustainable Development.

D. Investigative approach.

QUESTION 9

Which of the following is "**Phase II**" of the Needs Assessment Model?

A. Collect and analyze data.

B. Prepare a management plan.

C. Setting priority needs.

D. None of the above.

QUESTION 10

Organizational Planning involves creating a:

A. Plan of work for the organization.

B. Program of work to achieve goals.

C. To do list for the organization.

D. All the above.

QUESTION 11

Storyboarding is a strategic planning technique under which strategic planning model?

A. Organic Planning Model.

B. Scenario Planning Model.

C. Alignment Model.

D. Issue-based Planning Model.

QUESTION 12

Which concept of Organization defines it as an open adoptive system and not closed system?

A. Static concept.

B. Pragmatic concept.

C. Dynamic concept.

D. Productive concept.

QUESTION 13

Which of the four defining elements of Organization does the following statement refers to:
"The chain of command-control mechanism that ensure right people do the right things at the right time"?

A. Hierarchy of Authority.

B. Division of labor.

C. Coordinated effort.

D. Common purpose.

QUESTION 14

_____ analysis compares desired and actual outcomes and pin-points opportunities for improvement. What of the following is the correct word for the blank space above?

A. SWOT

B. GAP

C. Need

D. None of the above.

QUESTION 15

What function of an organization provides direction by developing plans and policies designed to achieve objectives and then allocating resources to implement the plans?

A. Strategic Management.

B. Line Management.

C. Organizational Planning.

D. Human Resources Management.

QUESTION 16

In Strategic planning, what tool can be used to devise strategies that distinguishes you from your competitors, and so compete successfully in your market?

A. GAP Analysis.

B. Management Process.

C. SWOT Analysis.

D. Inventory.

QUESTION 17

Which component of a Project Proposal describe *what end result* the project will achieve and *what phases of work* will be undertaken?

A. Background.

B. Objectives.

C. Scope.

D. None of the above.

QUESTION 18

The list of things a project needs to deliver to meet its set goals are described as;

A. Objectives.

B. Items.

C. Deliverables.

D. Project Schedule.

QUESTION 19

What is the key activity among stakeholders in ensuring the effective implementation of the strategic planning models?

A. Effective Communication.

B. Implementation of plans.

C. Conceptual analysis.

D. Imaginations.

QUESTION 20

In the development context, a tacit (unspoken) positive value is attached to what one communicates about, which shall motivate the people for social change. Which one of the three philosophies of Development Communication does the above statement explain?

A. Value- laden.

B. Pragmatic.

C. Positivist.

D. None of the above.

PART B: SHORT ANSWER QUESTIONS (25 MARKS)

QUESTION 21-24

Provide brief answers for the following questions.

QUESTION 21 (2 marks)

What is Development Communication?

QUESTION 22 (4 marks)

There are 5 steps in the Strategic Planning process. The last step (Step 5) is *Monitor progress.* List step 1 to 4.

QUESTION 23 (5 marks)

List the five steps fundamental to Problem Solving.

QUESTION 24 (10 marks)

State the ten components of a Project Proposal according to their correct order from the first to the last.

PART C: LONG ANSWERS (20 Marks)

QUESTION 25

Differentiate between Creative thinking and Critical thinking (10 marks)

Question 26

Give a summary of the steps in the Development Communication process. (10 marks)

PART D: ESSAY (35 MARKS)

QUESTION 27

Based on our CD125 lecture there are three main world views or perspectives that scholars in the field of Development rely on to explain what Development means. The world-views are provided below;

1. 'Development' as a long term process of structural societal transformation

2. 'Development' as a short-to- medium term outcome of desirable

targets

3. 'Development' as a dominant 'discourse' of western modernity

You are to *choose only one* of the three perspectives stated above and write an essay describing its application to PNG's development context. In your essay, you are to do the following:

1. Have a relevant essay title
2. Explain or define that particular world-view.
3. Describe three notable features of development in PNG that relates to that perspective of Development. Provide examples of those features in your discussions.
4. Provide your opinion on the pros and cons of that perspective and what you think is the best way forward.

The overall structure of your essay should contain the three main parts- Introduction, Body and Conclusion.

Marking rubrics:

Title.................................2 mks

Introduction ....5 mks

Body (Main Discussion)...................15 mks (5mks/feature)

Conclusion...............................10 mks

Organization.............................3 mks

TOTAL =   /35

END OF EXAM