



NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF LANGUAGE AND COMMUNICATION

QUALIFICATION:	BACHELOR OF COMMUNICATIONS HONOURS
QUALIFICATION CODE: 08BCMh	LEVEL: 8
COURSE CODE: CFD811S	COURSE NAME: COMMUNICATION FOR DEVELOPMENT
SESSION: JUNE 2024/ JULY 2024	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Ms. E N GERVASIUS
MODERATOR:	Prof E. AKPABIO

INSTRUCTIONS
<ol style="list-style-type: none">1. Read all the questions carefully before answering.2. Number the answers clearly.3. Only your pen and pencil are required for this examination.

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION 1: Explain the concept 'development'. **(10 marks)**

QUESTION 2: Identify and discuss the five (5) steps to consider in strategic communication for development. **(10 marks)**

QUESTION 3: i. List ten (10) of the seventeen (17) UN Sustainable Development Goals (SDGs) **(10 marks)**

ii. Explain how five (5) of the SDG goals are being operationalised in Namibia. Provide relevant examples in your explanations **(20 marks)**

QUESTION 4: Explain how communication can be used to support the realisation of Namibia's long-term vision, Vision 2023. **(20 marks)**

SECTION B: ANSWER ONLY ONE QUESTION IN THIS SECTION

QUESTION 5: Discuss how a practitioner of Communication for Development can "give ownership to the locals" through designing and implementing a communication campaign. Use detailed examples. **(30 marks)**

QUESTION 6: i. Discuss any three (3) major theories of development.
ii. Describe how the geo-political setting and history of each identified theory has shaped the nature of communication during its period **(30 marks)**

TOTAL = 100 Marks