



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS**

COURSE CODE: MAC 341
COURSE TITLE: DEVELOPMENT COMMUNICATION AND BROADCASTING
CREDIT UNITS: 3
TIME: 2 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

- 1a.** Identify and discuss the elements involved in communication process.
1b. Mention and explain the different levels at which communication occurs. **25 Marks**
- 2.** Mention and discuss five roles of communication in development. **15marks**
- 3a.** Give a vivid explanation on the concept Development.
3b. Radio in the development context can be broadly divided into three categories. Mention and discuss the three categories.
15 Marks
- 4.** Highlight and discuss appellations of development communication. **15 Marks**
- 5a.** What is interpersonal communication?
5b. Discuss the strengths of interpersonal communication in supporting the behaviour change process. **15Marks**