



**BOWEN UNIVERSITY, IWO**

**COLLEGE OF COMPUTING AND COMMUNICATION STUDIES**

**MASS COMMUNICATION PROGRAMME**

**2023/2024 First Semester Examination**

**Course Title: Mobile Cinema and Rural Development**

**Course Code: MAS 429**

**Course Unit: 2 units**

**Duration: 2 hours**

**Instruction: Answer question 1 and any other 2**

1. Discuss the following:
  - i. rural development,
  - ii. list its objectives
  - iii. the consequences of not developing rural areas in Nigeria. **30 Marks**
2. Write a budget for a Cholera mobile cinema sensitisation project in Ile-Ogbo community. **20 Marks**
3. Prepare a 10-item **pre-test** and **post-test** questionnaire for an asthma sensitisation based on your class project. **20 Marks**
4. Based on the practicality of this course, discuss how the concept mobile cinema works. **20 Marks**
5. Discuss the communication approaches to rural development. **20 Marks**

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