



CERTIFICATE
January - June

Sessional Examination
Media and Disaster Management - 012

BOTSWANA OPEN UNIVERSITY
CERTIFICATE IN DISASTER MANAGEMENT
MEDIA AND DISASTER MANAGEMENT

MD 012

SESSIONAL EXAMINATION

Marks: 100

Duration - 3 hours

Instructions to students:

1. The examination consists of **Four** sections: A, B, C and D.
2. Begin each answer to a new question on a new page.
3. Answer all the questions according to instructions given in each section.
4. Write answers in the answer booklet provided.
5. Write in grammatical English.



CERTIFICATE
January - June

Sessional Examination
Media and Disaster Management - 012

SECTION A: Multiple-choice questions.

[10 Marks]

Answer all the questions by choosing the correct answer

1. _____ are commonly distributed in homes, schools and workplaces in Botswana.
 - A. Radio
 - B. Television
 - C. Newspapers
 - D. Magazines

2. Which officer is responsible for disseminating information to the media?
 - A. Public Information Officer
 - B. Incident Commander
 - C. Disaster Manager
 - D. Triage Officer

3. The following are advantages of media except _____.
 - A. Media can influence the government to prioritize post disaster
 - B. Media can bias a community
 - C. Media can help in the creation of early warning signs
 - D. Media can directly influence emergency policy development

4. Which of the following can transmit information using audio, pictures and text?
 - A. Radio
 - B. Television
 - C. Newspapers
 - D. Magazines



5. _____ can be used to distribute information to the poorest and rural places.
- A. Radio
 - B. Television
 - C. Newspaper
 - D. Magazines
6. Mr X decides to inform the public of the latest outbreak. Which media would be cost effective and would disseminate information to the public through audio only?
- A. Newspaper
 - B. Television
 - C. Magazine
 - D. Radio
7. Media assists in guiding, resource mapping and compilation of community contingency plan at the _____ phase.
- a. Mitigation
 - b. Response
 - c. Recovery
 - d. Preparedness
8. Media assists in the evaluation of emergency plan at the _____ phase.
- A. Mitigation
 - B. Recovery
 - C. Preparedness
 - D. Response



9. Media assists in educating the public about a hazard prevention and self-help at the _____ phase.

- A. Recovery
- B. Response
- C. Preparedness
- D. Mitigation

10. Media can influence enactment of legislature, adoption of code of conduct at the _____ phase.

- A. Mitigation
- B. Recovery
- C. Preparedness
- D. Response



**CERTIFICATE
January - June**

**Sessional Examination
Media and Disaster Management - 012**

SECTION B: True/False questions.

[10 Marks]

Answer all questions in Section B. Indicate if the statement is True or False

1. Media can influence policy and procedure at any stage of the disaster management cycle.
2. Media can advocate unique needs of vulnerable groups.
3. Politicians cannot influence media during disasters.
4. Media can expose excessive and inefficient expenditure by government during disasters.
5. Media influences the social climate in a country during disasters.
6. Satellite radio help to transmit information when towers of the normal radio channels are damaged during disasters.
7. Messages disseminated through television provide tremendous impact on the viewing public.
8. Disaster response always yields temporary relief at a low cost.
9. Radio transmits information to the public through disaster preparedness documentaries commercials designed to build awareness.
10. Satellite imagery facilities speedy transmission of information around the globe during disasters.



**CERTIFICATE
January - June**

**Sessional Examination
Media and Disaster Management - 012**

SECTION C: Short answer questions.

[30 Marks]

Answer all questions from this section.

QUESTION 1

Define the following terms:

- a) Mass media. **(2 marks)**
- b) Electronic media. **(2 marks)**
- c) Print media. **(2 marks)**

QUESTION 2

With the aid of examples, contrast between the following terms:

- a) Radio and satellite radio. **(3 marks)**
- b) Newspapers and magazines. **(3 marks)**

QUESTION 3

- a) Give one (1) advantage of the following:
 - a. Radio **(1 mark)**
 - b. Television **(1 mark)**
- b) With a detailed example, explain how media can suggest legislation. **(4 marks)**
- c) Elaborate how media can critically evaluate an emergency plan. **(4 marks)**
- d) Using the disaster management cycle, justify the type of media you would use to educate a community about a disaster. **(8 marks)**



SECTION D: Essay-type questions.

[50 Marks]

Answer any two (2) questions in this section.

QUESTION 1

- a) Discuss the five (5) roles that media play in disasters. **(15 marks)**
- b) With specific examples, examine how media can guide and educate during disasters. **(10 marks)**

QUESTION 2

- a) Discuss negative effects of media. **(15 marks)**
- b) Examine any two traditional methods of public education that was used in Botswana. **(10 marks)**

QUESTION 3

- a) Discuss the role of Public Information Officer in disasters. **(9 marks)**
- b) Examine the positive impact of media in disasters. **(16 marks)**

END OF THE PAPER!