

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

CERTIFICATE IN DISASTER MANAGEMENT

MEDIA AND DISASTER MANAGEMENT

MD 012

SESSIONAL EXAMINATION

Marks: 100

Duration: 3hours

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

SECTION A: Multiple choice questions.

[10 Marks]

Answer all the questions by choosing the correct answer from the alternatives given.

1. Communication channels used for mass dissemination of information to the public is referred to as _____.
 - a. Electronic Media
 - b. Mass Media
 - c. Print Media
 - d. Satellite Radio

2. _____ is an example of electronic media.
 - a. Television
 - b. Newspaper
 - c. Magazines
 - d. Journals

3. _____ is used widely because of its affordability and widespread reach in disaster management.
 - a. Journals
 - b. Magazines
 - c. Newspaper
 - d. Radio

4. _____ is used to reach targeted population.
- Radio
 - Television
 - Newspapers
 - Magazines
5. Which media is readily available in homes, cars, schools and workplaces?
- Newspapers
 - Magazines
 - Radio
 - Television
6. _____ is responsible for expediting effective and accurate information pre and post disaster.
- Public Information Officer
 - Incident Commander
 - Disaster Manager
7. In which country was media used to expose flood scam where corer of Rupees was siphoned off by contractors and corrupt officials?
- India
 - Pakistan
 - Nepal
 - Myanmar

8. _____ can transmit information to the public quickly and easily even to the most remote rural villages.
- a. Radio
 - b. Television
 - c. Newspapers
 - d. Magazines
9. Which media is gaining popularity worldwide?
- a. Newspaper
 - b. Magazines
 - c. Radio
 - d. Television
10. Which category disseminates information realistically with a combination of picture and sound?
- a. Newspaper
 - b. Television
 - c. Radio
 - d. Magazine

SECTION B: True / False questions. [10 Marks]

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

1. Usage of satellite imagery facilitates speedy transmission of information around the globe.
2. Television provides tremendous opportunity for disseminating messages with great impact on the viewing public.
3. Satellite radio help when the transmission towers of the normal radio channels are damaged in disaster.
4. Radio transmits information to the public through disaster preparedness documentaries, commercials designed to build awareness.
5. Television takes information directly to people from all walks of life quickly and easily even the very poor in the most remote rural village.
6. Magazines are widely circulated and can be made to reach the most remote areas by using helicopters to aid the distribution process.
7. Direct working relationships between the media and disaster management organisations should be established and maintained.
8. Regular interactions with the media before a disaster strikes, aids the effective flow of information and lays the groundwork for effective working relationships.
9. The key advantage of satellite radio is the ability to work outside of areas not covered by normal radio channels.
10. The media is always a trusted source for disaster related information.

SECTION C: Short answer questions.

[30 Marks]

Answer all questions from this section.

QUESTION 1

Define the following terms and give examples of each.

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

QUESTION 2

[8 marks]

Describe how media can be effective in the following areas:

- a. Educational
 - b. Guiding
 - c. Critical
 - d. Suggestive
- (8 marks)**

QUESTION 3

[6 marks]

List two (2) subtleties which should be considered by a disaster manager for the following:

- a) Television interview
 - b) Radio interview
 - c) Print interview
- (6 marks)**



QUESTION 4

State six (2) best crisis communication practices in disaster management. **(2 marks)**

QUESTION 5

Explain how social media can assist in a disaster. **(2 marks)**

QUESTION 6

Identify any three (3) examples of social media. **(3 marks)**

QUESTION 7

State five (3) best practices for social media used for disaster relief. **(3 marks)**

SECTION B: Essay-type questions. [50 Marks]

Answer any two (2) questions in this section.

QUESTION 1

Critically examine any five effects of managing media in disaster management. (25 marks)

QUESTION 2

Analyse how media aids and detracts in preparation and public education before the disaster. Use any country as an example. (25 marks)

QUESTION 3

Discuss specific ways that media helped and detracted response and recovery after the occurrence of a disaster. Use any country as an example. (25 marks)

END OF THE PAPER!