

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

CERTIFICATE IN DISASTER MANAGEMENT

MEDIA AND DISASTER MANAGEMENT

MD 012

SESSIONAL EXAMINATION

Marks: 100

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 appropriate to disseminate foot and mouth information to farmers nationwide.
 - a. Farming Magazine
 - b. Radio
 - c. Daily News
 - d. Television Survey Polls

3. Which media's gaining popularity worldwide?
 - a. Newspaper
 - b. Magazines
 - c. Radio
 - d. Television

4. _____ is used to disseminate information to the most rural places.
 - a. Mass Media
 - b. Electronic Media
 - c. Print Media
 - d. Satellite Radio Media



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5. _____ is described as a communication channel used for mass dissemination of information to the public.
- Mass media
 - Electronic Media
 - Print Media
 - Satellite Radio Media
6. _____ utilizes sound and pictures to disseminate information to the public.
- Mass Media
 - Electronic Media
 - Print Media
 - Satellite Radio Media
7. _____ is mostly effective in monitoring and evaluating information coverage at the preparation stage.
- Radio Call in program
 - Television talk show
 - SMS Surveys
 - Television Survey Poll
8. _____ is used to reach a targeted population.
- Newspaper
 - Magazines
 - Radio
 - Television



9. Media was used to expose flood scam in _____ where crore of Rupees was siphoned off by contractors and corrupt officials.

- a. India
- b. Pakistan
- c. Nepal
- d. Myanmar

10. _____ is an example of electronic media.

- a. Television
- b. Newspaper
- c. Magazines
- d. Journals

SECTION B: True / False questions.

[10 Marks]

Indicate if the statement is True or False

1. Television provides tremendous opportunity for disseminating messages with great impact on the viewing public.
2. Disaster response yields temporary relief at a low cost.
3. A disaster management continuum consists of six elements.
4. Movies can be classified as an example of mass communication.
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. Disaster response yields temporary relief at a low cost.
7. Radio transmits information to the public through disaster preparedness documentaries, commercials designed to build awareness.
8. Usage of satellite imagery facilities speedy transmission of information around the globe.
9. Magazines are widely circulated and can be made to reach the most remote areas by using helicopters to aid the distribution process.
10. Media publicity plan is not essential in the disaster management cycle.

SECTION C: Short answer questions.

[30 Marks]

Answer all questions from this section.

QUESTION 1

Differentiate between the following terms in relation to media and disaster management.

- a) Educational and Guiding **(4 marks)**
- b) Critical and suggestive **(4 marks)**

QUESTION 2

- a) Define media **(1 marks)**
- b) List three types of social media **(3 marks)**
- c) Outline two (2) print and two (2) electronic media and give examples for each. **(6 marks)**

QUESTION 3

- a) Outline six Self-generated code of conduct for media **(6 marks)**
- b) Describe how media has helped in any disaster in the world. **(6 marks)**

SECTION D: Essay-type questions.

[50 Marks]

Answer Any Two questions in this section.

QUESTION 1

With relevant examples, discuss the role of media in the process of disaster management.

(25 marks)

QUESTION 2

With relevant examples, critically examine the role of media in disaster management.

(25 marks)

QUESTION 3

Highlight the types of media you would use in the disaster management cycle for foot and mouth outbreak in Botswana.

(25 marks)

END OF THE PAPER!