

**BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING**

**CERTIFICATE IN DISASTER MANAGEMENT**

**MEDIA AND DISASTER MANAGEMENT**

**MD 012**

**SPECIAL EXAMINATION**

**Marks: 100**

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**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

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**SECTION A: Multiple-choice questions. [10 Marks]**

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

1. \_\_\_\_\_ is readily available in homes, cars, schools and workplaces.
  - a. Newspapers
  - b. Magazines
  - c. Radio
  - d. Television
  
2. \_\_\_\_\_ is responsible for expediting effective and accurate information pre and post disaster.
  - a. Public Information Officer
  - b. Incident Commander
  - c. Disaster Manager
  - d. Police Officer
  
3. Which of the following is used to disseminate information to the most rural places?
  - a. Mass Media
  - b. Electronic Media
  - c. Print Media
  - d. Satellite Radio Media
  
4. \_\_\_\_\_ can transmit information to the public, quickly and easily, even to the most remote rural villages.
  - a. Radio
  - b. Television
  - c. Newspapers
  - d. Magazines



5. \_\_\_\_\_ is used to reach a targeted population.
- a. Newspaper
  - b. Magazines
  - c. Radio
  - d. Television
6. Which category disseminates information realistically with a combination of picture and sound?
- a. Newspapers
  - b. Television
  - c. Radio
  - d. Magazines
7. \_\_\_\_\_ is an example of electronic media.
- a. Television
  - b. Newspaper
  - c. Magazines
  - d. Journals
8. \_\_\_\_\_ can transmit information to the public, quickly and easily, even to the most remote rural village.
- a. Radio
  - b. Television
  - c. Newspapers
  - d. Magazines



9. \_\_\_\_\_ is used widely because of its affordability and widespread reach in disaster management.

- a. Newspapers
- b. Magazines
- c. Television
- d. Radio

10. Media was used to expose contractors and corrupt officials who siphoned off crores of Rupees meant to flood relief in \_\_\_\_\_.

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

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

**Indicate if the statement is True or False**

1. Direct working relationships between the media and disaster management organisations should be established and maintained.
2. Regular interactions with the media before a disaster strike, aids the effective flow of information and lay the groundwork for effective working relationships.
3. The key advantage of satellite radio is the ability to work outside of areas not covered by normal radio channels.
4. The media is always trusted source for disaster related information.
5. A disaster management continuum consists of six elements.
6. Satellite radio help when the transmission towers of the normal radio channels are damaged in disasters.
7. Television provides tremendous opportunity for dissemination messages with great impact on the viewing public.
8. Disaster response yields temporary relief at a low cost.
9. Radio transmits information to the public through disaster preparedness documentaries, commercials designed to build awareness.
10. Usage of satellite imagery facilities speedy transmission of information around the globe.

**SECTION C: Short answer questions.**

**[30 Marks]**

**Answer all questions from this section.**

**QUESTION 1**

- a) Explain how you can prepare for a television and radio interview and manage the pitfalls of interviews. **(4 marks)**
- b) List and explain two types of print media. **(4 marks)**

**QUESTION 2**

- a) Describe how media has helped in any disaster in the world. **(6 marks)**
- b) List two types electronic media **(2 marks)**
- c) Define guiding in relation to media **(2 marks)**

**QUESTION 3**

Define the following terms and give examples for each:

- a) Mass Media **(3 marks)**
- b) Electronic Media **(3 marks)**
- c) Print Media **(3 marks)**
- d) Satellite radio **(3 marks)**



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**SECTION D: Essay-type questions.**

**[50 Marks]**

**Answer all questions in this section.**

**QUESTION 1**

Discuss the role that media has played in the management of floods in Botswana. **(25marks)**

**QUESTION 2**

Analyse the role of public information officer during disaster.

**(25marks)**

***END OF THE PAPER!***