



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF INFORMATION AND COMMUNICATION SCIENCE**  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**  
**MASTER OF SCIENCE IN STRATEGIC COMMUNICATION**  
**GENDER, DEVELOPMENT AND STRATEGIC COMMUNICATION**  
**IJS 5103**

**Main Examination Paper**

**December 2024**

This examination paper consists of 3 pages.

**Time Allowed:** 3 hours  
**Total Marks:** 100  
**Special Requirements:** None  
**Examiner's Name:** Prof. S. Mpofu  
**External Examiner:** Dr C.M. Lunga

**INSTRUCTIONS**

1. Section A is **compulsory**.
2. Answer **Two** questions in Section B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
1.	40
2.	30
3.	30
4.	30

## SECTION A

### QUESTION 1

Read the following case study and then answer the questions below.

A basket weavers project loan fund was made available to individual women basket makers in Tsholotsho, Matabeleland North Province. The loan was intended to allow them to purchase materials in greater quantities at lower prices, and to increase their productivity and income. However, many women found that their household and farming responsibilities did not leave them enough time to increase their basket production. Others had difficulty repaying their loans because of pressure to use the money for their other family needs. Those who were able to produce more baskets still faced the problem of having to sell them to local intermediaries, who would in turn sell them for a much higher price at distant markets.

- i) Identify and discuss the feminist approach that was adopted by the development agency. **(25 marks)**
- ii) How could this project be changed in order to address the needs of women more effectively? **(15 marks)**

**TOTAL** **[40 Marks]**

## SECTION B

### QUESTION 2

Select a case study of a development initiative that aimed at empowering women, and answer the following questions:

- i) Analyse the communication strategies used. **(10 marks)**
- ii) Assess the effectiveness of these communication strategies in achieving the project goals. **(20 marks)**

**TOTAL** **[30 Marks]**

### QUESTION 3

- (a) Discuss the importance of a gendered approach to development. **(15 marks)**

(b) Using illustrations, explain the role of strategic communication in achieving gender equality. (15 marks)

**TOTAL** [30 Marks]

**QUESTION 4**

Using examples, identify and explain at least five benefits of gender analysis in the development planning process. [30 Marks]