INSTRUCTIONS TO CANDIDATES:
This paper has four questions. Do question one and two others

1. You are given the responsibility of being project manager for a major communication campaign aimed at preparing the public for an outbreak in Avian Influenza (Flu).
   (a) Outline a management plan giving consideration to what you see as the THREE most important functions of management. Provide justification for your choices.
   (b) Formulate a monitoring and evaluation plan for the campaign which will be implemented at the mass media level. (20 marks)

2. What criteria would you use to determine the types of communication methods and media selection suitable for any campaign? (10 marks)

3. **Sustainability speaks to the capacity to maintain a project over the long term without negative environmental effects or impossibly high costs to anyone involved.** Discuss. (10 marks)

4. With reference to the film, *A Closer Walk*, discuss the challenges faced by Caribbean countries in addressing developmental issues such as social inequalities, access to information communication technologies, and diseases such as AIDS. (10 marks)

END OF QUESTION PAPER