

**D 52573**

Name.....

Reg. No.....

**THIRD SEMESTER M.C.J. DEGREE EXAMINATION, DECEMBER 2018**

(CUCSS—PG)

M.C.J.

MCJ 3C 11—DEVELOPMENT COMMUNICATION

(2014 Syllabus Year)

Time : Three Hours

Maximum : 36 Weightage

*Answer Question one and four others*

**Part A**

1. Write short notes on any *six* of the following. Each question carries 2 weightage:

- (a) Kheda project.
- (b) GDP.
- (c) Take-off stage.
- (d) Samashwasam.
- (e) BHIM app.
- (f) BPL.
- (g) Division of labour.
- (h) Community Radio.

(6 × 2 = 12 weightage)

**Part B**

*Answer any four questions.  
Each question carries 6 weightage.*

2. Write briefly on the major development issues in India.
3. Discuss the development communication models of Lerner and Schramm.
4. Critically analyze the impact of demonetization on development projects.
5. Discuss the importance of community development programmes in rural India.
6. What are the current challenges of 21<sup>st</sup> century ? Discuss the relevance of alternative paradigms of development.
7. Analyze Adam Smith's theory of development.
8. Do you think Gandhian model of development is still relevant? Substantiate your views.
9. Discuss with examples the role of communication in development.

(4 × 6 = 24 weightage)