

21/08/2023

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(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2023**

(CBCSS)

Journalism and Mass Communication

MCJ 2C 04—DEVELOPMENT COMMUNICATION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

I. Write short notes on any *four* of the following. Each answer carries 2 weightage :

- a) GNP.
- b) Underdevelopment.
- c) Adam Smith.
- d) Economic Barriers.
- e) Democratic Decentralisation.
- f) Literacy Rate.
- g) Folk Media.

(4 × 2 = 8 weightage)

II. Write short essays on any *four* of the following. Each answer carries 3 weightage :

- a) Differentiate between folk media and traditional media.
- b) What are the characteristics of under-developed countries ?
- c) Discuss the limitation of Dominant paradigm.
- d) How has media contributed in breaking social barriers of development for any country ?
- e) What are the drawbacks of Social marketing approach ?
- f) Explain the importance of Panchayati Raj.
- g) Define development and the contributions of Mahatma Gandhi in the process of development.

(4 × 3 = 12 weightage)

Turn over

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III. Write long essays on any *two* of the following. Each answer carries 5 weightage :

- a) Explain the contributions of Development communication policies in India.
- b) Discuss the various dimensions of the issues faced by a country during the process of development.
- c) Discuss Schramm and Rogers models of development.
- d) How has SITE and KHEDA contributed to the development of India ?

(2 × 5 = 10 weightage)