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(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, APRIL 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 2C 04—DEVELOPMENT COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

**Part A**

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

- (a) Participatory action research.
- (b) SITE.
- (c) Sustainable Development.
- (d) Social structure.
- (e) Panchayat Raj.
- (f) Traditional Media.
- (g) Empowerment.

(4 × 2 = 8 weightage)

**Part B**

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

- (a) How would you adapt folk media to create a different application in development communication ?
- (b) What is your opinion of development support communication, make using the case studies in Health and Family Planning ?

**Turn over**

- (c) Elaborate on the role played by radio and television in the development of India.
- (d) Compare and contrast the communication models of Lerner and Schramm.
- (e) Enlist and elaborate on the characteristics of a developing country.
- (f) Discuss the importance of gender empowerment in development.
- (g) Deliberate briefly on sustainable development goals.

(4 × 3 = 12 weightage)

### Part C

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

- (a) Discuss in detail on Kheda communication project, and its salient features.
- (b) Elaborate on the various models of development highlighting Adam Smith, Marx and Mahatma Gandhi's models.
- (c) Compare and contrast the dominant paradigm and the alternative paradigm of development with necessary examples.
- (d) What are the pros and cons of various rural development initiatives in our country ? Support your answer with necessary examples.

(2 × 5 = 10 weightage)