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Name.....

Reg. No.....

**THIRD SEMESTER M.C.J. DEGREE (REGULAR) EXAMINATION
NOVEMBER 2019**

(CUCSS)

MCJ

MCJ 3C 11—DEVELOPMENT COMMUNICATION

Time : Three Hours

Maximum : 36 Weightage

Answer question 1 and four others.

Part A

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

- (a) Social indicators of development.
- (b) Amartya Sen.
- (c) Cultural barriers of development.
- (d) Democratic decentralization.
- (e) Sustainable development.
- (f) Reservation for the economically weak in general category.
- (g) Digital divide.
- (h) Beti Bachao Beti padavo.

(6 × 2 = 12 weightage)

Part B

Answer any four questions.

Each question carries 6 weightage.

2. Critically analyse the ethics of business reporting.
3. Examine the characteristics of developed and developing economies.
4. Assess the Gandhian model of development. How relevant is this model in the present scenario?
5. Define development communication. Design a campaign for the promotion of cashless economy in India especially among the rural areas.

Turn over

6. Examine the advantages of folk and traditional media in fostering development communication.
7. 'Empowering the voiceless, landless, jobless and deprived is the ultimate the challenge of any government.' Analyse the empowering process by the Central and State Governments citing recent examples .
8. Examine the development models of Lerner and Rogers.
9. Discuss the status of development reporting by Indian mass media. Suggest ways to improve the volume of such reporting.

(4 × 6 = 24 weightage)