

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.

M.A. END SEMESTER EXAMINATION APRIL/NOV - 2021

SEMESTER - II

20PJCT2003 - Development Communication

Total Duration : 3 Hrs		Total Marks : 75
MCQ	: 30 Mins	MCQ : 15
Descriptive	: 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain that the confidence gives an edge to the communicator to handle the situation effectively.
2. Language is an effective means of interpersonal communication - Explain.
3. Classify the advantages and disadvantages of online groups.
4. Elaborate the role of social marketing.
5. How can we promote social mobilization?
6. Classify the types of NGO.
7. Explain the factors affecting communication.
8. What are the impact of communication on development in the society?

Section C

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Determine how media place the agenda for public discussion by its daily coverage.
10. Inefficient communication causes conflict and defensiveness. Justify with a suitable example.
11. Distinguish the relationship between socio economic development and community mobilization.
12. Mention the difference between Government and Semi-government agencies.

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Write about the models for media selection.