

**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 EXAMINATIONS APRIL - 2022

SEMESTER - II

20PJCCT2003 - Development Communication

Total Duration : 3 Hrs.

Total Marks : 60

Section A

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

1. Explain the role of Agriculture Communication and rural development in India.
2. Discuss the concept of the Gandhian model in Development Communication?
3. Write short notes on the following:
 - a) Alternative paradigms
 - b) Media advocacy
 - c) Folk tradition
 - d) USAID.
4. Critically analyze the role of ICT projects in Development of Rural India.
5. Classify the five stages of the Diffusion of Innovation theory of Communication in detail?
6. Distinguish between verbal and non-verbal communication with suitable examples.
7. Describe the characteristics of NGOs and funding agency?
8. Discuss the salient features of the Cultural models of communication.

Section B

Part A

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

9. Describe the role of Digital Media in empowering the National development movement.
10. Kheda project acted as a social change agent in India. Explain.
11. Discuss the nature and characteristics of developing societies.
12. What is Development communication ? And explain its importance in detail?

Part B

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

13. Discuss the role of Wilbur Schramm, E.M Roger, Daniel Learner and Rustow in Development Communication.
