

20PJCCT2003

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 NOVEMBER - 2022

SEMESTER - II

20PJCCT2003 - Development Communication

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

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

1. Identify the Characteristics of developing societies.
2. What do you understand by Development communication? Discuss any two theories of development communication.
3. Enumerate the strategies of Development communication.
4. Define Media advocacy.
5. Explain the role of ICT on rural development.
6. Analyse the role of NGO in development communication.
7. Enumerate Roger's Dominant paradigm theory.
8. What are the limitation of human development index?

Section B

Part A

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

9. What are the conflicting views of the dominant paradigm and alternative paradigm have on theories of development?
10. Explain how folk media can be used to disseminate the development messages in the rural community.
11. What is social marketing and how does it help to improve living conditions of people in developing countries?
12. Critically analyse the Millennium Development goals and its relevance in Indian context.

Part B

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

13. How Newspaper, television and Radio used as a medium of development of communication?

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