

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.(Jour) END SEMESTER EXAMINATIONS APRIL - 2023

SEMESTER - II

**20PJCCT2003 - Development Communication**

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

### **Section B**

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

1. Explain Sustainable development.
2. Describe the Cultural Model.
3. Classify the Mass effects.
4. Explain the Development Communication.
5. Define Media Mix.
6. Prepare Rural extension agencies.
7. Describe Wilbur Schramm.
8. Examine ICT in Development.

### **Section C**

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

9. Describe the human development approach with example.
10. Classify the tele communication and new technologies.
11. Examine the digital media and development journalism.
12. Evaluate the Role of Development Communication.

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

13. Examine Developmental and rural extension agencies. With example.

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