

Reg. No .....

Name .....

**18P412**

**M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2018**  
**SEMESTER 4 : MASTER OF COMMUNICATION AND JOURNALISM**  
**COURSE : 15P4MCJT13 ; COMMUNICATION FOR DEVELOPMENT**  
*Common For Regular (2016 Admission) & Supplementary (2015 Admission)*

Time : Two Hours

Max. Marks: 50

**Section A**  
**Answer any 5 (2 marks each)**

1. HDI
2. Liberation Theology
3. Modernization
4. IRDP
5. Urjit Patel
6. KSSP
7. Amnesty International

**(2 x 5 = 10)**

**Section B**  
**Answer any 5 (4 marks each)**

8. How can media facilitate the building of better systems of governance in rural and in urban areas?
9. What is the significance of scientific temperament and rational thinking in the present scenario of development in India?
10. Explain Interdependent model of development
11. Explain the participatory concepts in development
12. Explain
  - a) Unilinear model of development
  - b) Diffusion model of development
13. Critically analyse public health communication in India
14. Role of micro-financing in social development

**(4 x 5 = 20)**

**Section C**  
**Answer any 2 (10 marks each)**

15. Explain
  - a) SHGs and NHGs
  - b) Dominant Paradigm of Development

16. It is significant to have mass participation in development communication. How can the

brought to the mainstream?

17. How does reporting war or unrest, in any part of the world go on par with the prevalent conventions of journalistic objectivity? Or do they? What is your observation based on the ongoing unrest in Syria and its media coverage?

**(10 x 2 = 20)**