

Reg. No

Name

19P4012

M. A. DEGREE END SEMESTER EXAMINATION - MARCH/APRIL 2019
SEMESTER 4 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P4MCJT13 : COMMUNICATION FOR DEVELOPMENT
(For Regular - 2017 Admission and Supplementary - 2016/2015 Admission)

Time : Two Hours

Max. Marks: 50

Section A

Write short note on any 5 (2 marks each)

1. Traditional Sector
2. Popular Development
3. Democratic –Socialist Model of Development
4. Non Formal Education Programme
5. National Ayush Mission
6. Janasree
7. National Human Rights Commissions in India

(2 x 5 = 10)

Section B

Answer any 5 (4 marks each)

8. Explain the role of Science and Technology education in development process
9. Narrate on Development Communication Theory
10. Explain New paradigm of development
11. Critically evaluate the role of Self Help Groups in Development
12. Discuss the main dimensions of Sustainable Development.
13. Discuss the relevance of Rural Radio Forums in rural development.
14. Discuss the role of local self-governments in planning for Development

(4 x 5 = 20)

Section C

Answer any 2 (10 marks each)

15. Explain bipolar theories of development
16. Discuss the impact of Doordarshan and Akashvani in rural development.
17. Development journalism is a catalyst for positive change in society: Elaborate

(10 x 2 = 20)