

M. A. DEGREE END SEMESTER EXAMINATION - APRIL 2021
SEMESTER 4 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P4MCJT13 : COMMUNICATION FOR DEVELOPMENT

(For Regular - 2019 Admission & Supplementary 2018/2017/2016/2015 Admissions)

Time : Two Hours

Max. Marks: 50

PART A

Write notes on any 5 (2 marks each)

1. Bottom up approach
2. Marshal Plan
3. New Paradigm of Development
4. DPEP
5. IRDP
6. State Planning Commission
7. Smile Foundation

(2 x 5 = 10)

PART B

Answer any 5 (4 marks each)

8. Discuss in detail on the concept 'Development Support Communication'
9. How can media facilitate the building of better systems of governance in rural and in urban areas?
10. Explain the participatory concepts in development
11. Explain
 - a) Unilinear model of development
 - b) Diffusion model of development
12. Critically compare between Marxist and capitalist model of Development.
13. Narrate on Kheda Communication Project
14. Explain on People's Plan Campaign

(4 x 5 = 20)

PART C

Answer any 2 (10 marks each)

15. Explain
 - a) New Paradigm of Development
 - b) Participatory concepts of development
16. How do you critically analyze the development issues concerning aboriginal ethnic groups?
17. Explain the role of mainstream media to discuss the human rights violations in India

(10 x 2 = 20)