

M. A. DEGREE END SEMESTER EXAMINATION- MARCH 2025**SEMESTER 4 : JOURNALISM AND MASS COMMUNICATION****COURSE : 21P4MCJT14 : COMMUNICATION FOR DEVELOPMENT***(For Regular - 2023 Admission and Supplementary 2022/2021 Admissions)*

Duration : Three Hours

Max. Weights: 30

PART A**Answer any 8 questions****Weight: 1**

1. Define the Passing of the Traditional Society (R)
2. Capitalist model of Development (I)
3. KSSP (R)
4. MINREGA (I)
5. Alternative Paradigm (R)
6. Marshal Plan (I)
7. State planning commission (R)
8. Name three development agencies in India (R)
9. Administrative Reforms Commission (R)
10. Mid day Meal (I)

(1 x 8 = 8)**PART B****Answer any 6 questions****Weights: 2**

11. How development communication helped in the development of public health in India (An)
12. What are the functions of Self help Groups? (U)
13. Explain the role of micro-financing in social development (I)
14. Briefly explain the EDUSAT Programme (R)
15. Compare between Dominant and New paradigm of Development (R)
16. Analyse Media as a Tool for Development (An)
17. What are the core principles and values that underpin participatory development. (U)
18. Discuss in detail the Modernization Theory of Communication (I)

(2 x 6 = 12)**PART C****Answer any 2 questions****Weights: 5**

19. Critically analyze Kerala model of development. (E)
20. Elaborate on the integrated rural development of McNamara. (U)
21. Explain the role of Indian media in mobilizing the marginalized sections of society. (U)
22. Primary education is still a distant dream for many countries which under developed. Discuss the role of media in this issue. (U)

(5 x 2 = 10)**OBE: Questions to Course Outcome Mapping**

CO	Course Outcome Description	CL	Questions	Total Wt.
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Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;