

B. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2025
SEMESTER 5 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U5CRBCJ9 : DEVELOPMENT COMMUNICATION
(For Regular 2023 Admission and Supplementary 2022/ 2021/ 2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A
Answer All (1 mark each)

1. Who are early adopters?
2. What do you mean by fourth world?
3. Who are innovators?
4. Which are the five overriding values of true dialogue?
5. Explain political aristocracy.
6. Who is Everette M Rogers?

(1 x 6 = 6)

PART B
Answer any 7 (2 marks each)

7. What do you mean by cultural identity?
8. What is social marketing?
9. Which are the five values in true dialogue?
10. List any five international agencies for development aid in India.
11. Mention the major role of WHO in development.
12. What do you mean by political empowerment?
13. What is observability?
14. Street theatre is also called 'theatre of the oppressed'. Why?
15. What is the major purpose of development community campaign?
16. What is development idealism?

(2 x 7 = 14)

PART C
Answer any 5 (5 marks each)

17. Explain the common steps to design a campaign.
18. How can we use folk media for social change? Explain with example.
19. Explain the Walt Whitman Rostow's linear stages of growth model in detail .
20. Explain the five established adopter categories.
21. Explain social marketing of family planning.
22. Explain Daniel Learners development communication ideologies.
23. Explain paradigms of Kerala model?
24. Describe the nature of community in the modernization paradigm?

(5 x 5 = 25)

PART D
Answer any 2 (15 marks each)

25. Discuss the role of folk media for community development.

26. Discuss the possibilities of community radio for rural development.
27. What is the role of mass media in development according to modernization theorists?
28. Discuss the Diffusion of Innovation theory in detail.

(15 x 2 = 30)