

**M. A. DEGREE END SEMESTER EXAMINATION- MARCH 2026**  
**SEMESTER 4 : JOURNALISM AND MASS COMMUNICATION**  
**COURSE : 24P4MCJT14 : COMMUNICATION FOR DEVELOPMENT**  
*(For Regular - 2024 Admission)*

Time : Three Hours

Max. Weights: 30

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

1. KSSP ( )
2. Define Development ( )
3. Swachh Bharath Mission (R)
4. What is Sarva Shikhsa Abhiyan? (U)
5. Alternative Paradigm (R)
6. Karl Marx ( )
7. INSAT 1 (R)
8. KIIFB ( )
9. Define Basic needs model (U)
10. Radio Rural Forums (R)

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

11. Explain the participatory Model of Development. (U)
12. What are the objectives of state planning commission ? ( )
13. Briefly explain the EDUSAT Programme (R)
14. Write a short note on Kerala State Planning Board ( )
15. Discuss the role of information and communication technology in the development of underprivileged sections. ( )
16. Discuss the role of developmental agencies in development communication (An)
17. Elaborate on the types of adopters (U)
18. Critically analyse health communication in India (An)

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

19. Evaluate the impact of globalization on Indian Development (E)
20. What are the functions of NHGs? (U)
21. Write a note on the role of media in the development of rural areas in India ( )
22. Elaborate on the stages of Development Support Communication Campaigns (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;