Sanjay Ghodawat University, Kolhapur 2019-20

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017 EXM/P/09/01

Year: 2019-20 **School of Liberal Arts** **Department of J&MC**

Program: T.Y.B.A.

Course Code : MCA127 **Course Title: -Development Communication** **Semester : V**

Day: Tuesday **End Semester Examination (ESE)** **Time:** 10.30 to 1.30 pm

Date: 19-11-2019 **Max Marks: 100**

Instructions: 1) All questions are compulsory.
2) Assume suitable data wherever necessary.
3) Figures to the right indicate full marks.

Q.1	**A)**	**Fill in the blanks with best suitable alternatives from the given below**	**Marks-10**	**Blooms Level**	**Cos**
	a)	------ is the founder of Panchayati Raj development model i) Pandit Jawaharlal Neheru ii) Mahatma Gandhi iii) Sardar Vallabhbhai Patel iv) None of these	01	L1	CO1
	b)	Diffusion of Innovation (DOI) Theory was developed by…… i) E.M. Rogers ii) Srinivas Melkote iii) Murthy D. V iv) Gupta V.S.	01	L1	CO2
	c)	-------is the author of the book 'Mass Media & National Development'. i) John B. Adams ii) J LaPalombara iii) Wilbur Schramm iv) Carl Lazarfeld	01	L1	CO3
	d)	Kheda project is related to------ i) Rural Development i) Development Journalism iii) International relation iv) All of these	01	L1	CO4
	e)	Right to Information (RTI) Act was implemented in India in------ i) 2001 ii) 2004 iii) 2005 iv) 2008	01	L1	CO5
	f)	The major objective of Community Radio station is---- i) Infotainment ii) Entertainment iii) Economic Profit iv) Social Inclusion	01	L1	CO6

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g)	Sustainable Development means--------- i) Economic development ii) Social development iii) Cultural development iv) All of these	01	L1	CO1
h)	The term 'development support communication' was advocated by---------- i) Paul Streeten ii) EM Rogers iii) Erskine Childers iv) Y V Laxmana Rao	01	L1	CO2
i)	Media is considered as a modern commodity because of----- i) use of specialized technology ii) selling of the syndicated rights globally iii) the most authentic source of information iv) all the above	01	L1	CO3
j)	Stand-Up India Scheme Facilitates bank loans between------ i) 10 lakh and 1 Crore ii) 20 lakh and 2 Crore iii) 5 lakh and 5 Crore iv) 1 lakh and 1 Crore	01	L1	CO4

B) Match the followings **Marks-05**

	'A' Group	'B' Group			
a)	Development	1. Community Radio	01	L1	CO1
b)	Empathy	2. Green Peace	01	L1	CO2
c)	NGOs	3. Environmental magazine	01	L1	CO3
d)	Down to Earth	4. Positive Change	01	L1	CO5
e)	Vasundra Krishi Vahini	5. Emotional experience	01	L1	CO6

C) Answer the following statements with True or False and correct the false one. **Marks-05**

a)	e-Choupal is an initiative of ITC, that provides Internet access to rural farmers	01	L1	CO4
b)	Population is big challenge before India's national development.	01	L1	CO5
c)	Mass media can play important role in rural development.	01	L1	CO3
d)	SITE was an experimental satellite communications project launched in India in 1970.	01	L1	CO4
e)	Print media is very useful for rural illiterate people.	01	L1	CO6

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Q.2		**Write short note on any Four of the followings.**	**Marks-20**		
	a)	Sustainable Development	05	L2	CO1
	b)	Nehruvian model of development	05	L3	CO1
	c)	Participatory Development Communication	05	L2	CO2
	d)	Development support communication	05	L3	CO5
	e)	Development Journalism	05	L3	CO5
Q.3		**Answer the following (Any three)**	**Marks-24**		
	a)	What do you mean by Human Centred Development?	08	L1	CO2
	b)	Interpret the role of communication in women empowerment.	08	L2	CO5
	c)	Illustrate the concept of Poverty.	08	L4	CO5
	d)	Which factors should be considered in designing communication message for print media?	08	L2	CO6
	e)	"Communication is necessary to make the positive change in society." – Explain	08	L2	CO6
Q.4		**Answer the following (Any three)**	**Marks-36**		
	a)	What is the role of traditional media in development of India?	12	L1	CO3
	b)	'Pradhanmantri Gram Sadak Yojana is helping to the rural development of India'- Explain	12	L2	CO4
	c)	'Communication for Development (ComDev) is a key driver in agriculture and rural development.'- Illustrate	12	L2	CO5
	d)	Identify the role of Community radio in community development.	12	L3	CO6
	e)	Analyse the role of Information Communication Technology (ICT) in Development Communication.	12	L4	CO6

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