Sanjay Ghodawat University, Kolhapur

2020-21

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

EXM/P/09/00

Year and Program: T.Y.B.JMC	**School of Liberal Arts**	**Department: Journalism & Mass Communication**
Course Code: MCAR125	**Course Title: Development Communication**	**Semester: V**
Day: Tuesday	**End Semester Examination**	**Time: 2 Hrs.**
Date: 15.12.2020		**Max Marks: 50**

Instructions: 1) All Questions are compulsory.

		Marks	Bloom's Level	CO
Q.1	**Answer the following (any Two)**–			
a)	'Human is the center of development'discuss the statement with reference of sustainable development.	9	L1	CO1
b)	Explain various approaches of development communication.	9	L2	CO2
c)	Discuss the role of the media in creating sustained environmental awareness and its success or failure as a watch dog with suitable examples.	9	L3	CO3
Q.2	**Answer the following (any two)** –			
a)	Examine current programs (Yojana) for social development run by central government.	8	L4	CO4
b)	Evaluate the role of public service broadcasters and private broadcasters in the development of India.	8	L5	CO5
c)	Explain various strategies of designing message for various media for development communication.	8	L1	CO6
Q.3	**Answer the following (any two)** –			
a)	Explain in brief the models of development communication.	8	L2	CO1
b)	Discuss the role of various media to inform Governmental Programs (Yojana) to the society.	8	L3	CO3
c)	Compare the terms Development journalism with investigative journalism.	8	L5	CO6