PRN:

Course Code: MCAR 125 R

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BA.JMC End Semester Examination Winter 2022

Development Communication

Day and Date:Monday12th Dec.2022 Max Marks: **100**

Time: 2pm to 5pm Duration: **03**hrs.

		Marks	Bloom's Level	CO
Q.1	**Attempt the following**			
a)	Explain sustainable improvement in quality of life in India. Elaborate the sentence with suitable example.	08	1	1
b)	Elaborate how Nehruvian Model worked in development of India.	08	1	1
	OR			
b)	Define the concept of development communication. Explain the different measurements of development.	08	1	1
Q.2	**Attempt the following**			
a)	Explain the different development communication approaches. Trace it using the appropriate example.	08	1	2
b)	Explain how alternative media is responsible for development communication in India. Explain it with example.	08	1	2
	OR			
b)	Analyse any three paradigms of development communication in India. Explain it with suitable example.	08	1	2
Q.3	**Attempt any two from the following**			
a)	Elaborate the role of mass media in development communication. Explain each with example.	08	2	3
b)	Illustrate how social media in India works for development communication explain with example.	08	2	3
c)	"Radio is born for rural development of India" Explain.	08	2	3
Q.4	**Attempt any two from the following**			
a)	Interpret the Kheda communication project. What is the contribution of Kheda communication project in development of India?	08	3	4
b)	Elaborate the Midday meal scheme. Explain why it is important and useful for development of India.	08	3	4
c)	Explain the Pradhan Mantri Awas Yojna approach for development of urban and rural development of India.	08	3	4
Q.5	**Attempt any Two of the following**			
a)	Interpret the development Support Communication in India. How it works in terms of development communication.	09	4	5
b)	Explain the development support communication in India in the areas of Agriculture and poverty.	09	4	5
c)	Outline the Swachach Bharat Mission is important for development communication in India. Write an example of it.	09	4	5
Q.6	**Attempt any Two of the following**			
a)	Elaborate how new media technology is important for the development of	09	5	6

world. Explain how it is affecting on our society. .

b)	Discuss how new media development are more personal and social than folk media.	09	5	6
c)	Explain the different educational television channels which are meant to make for development of rural areas in India. Explain with examples.	09	5	6

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