

Please write your Exam Roll No.)

Exam Roll No.

309142024

END TERM EXAMINATION

THIRD SEMESTER [BA(JMC)] NOVEMBER-DECEMBER 2018

Paper Code: BA.JMC-201

Subject: Development Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 What is Development Communication? What it does and how? Discuss the process and role of Development Communication in detail with the help of suitable examples. (15)
- Q2 Write notes on the following:-
(a) Human Development Index (7.5)
(b) Communication and Role of ICF in Development Communication. (7.5)
- Q3 What are the different approaches to development communication? Discuss in detail with examples. (15)
- Q4 Write notes on the following:-
(a) Sustainable Development Goals. (7.5)
(b) Gandhian Perspective of Development Communication. (7.5)
- Q5 What are the changing paradigms of development? Discuss in detail with examples. (15)
- Q6 Write notes on the following:-
(a) Role and performance of Mass Media in Development (7.5)
(b) Role of NGOs in Development (7.5)
- Q7 Discuss the role of Cyber Media and development keeping in view e-governance, digital democracy & e-chaupal. Discuss with examples. (15)
- Q8 Write notes on the following:-
(a) Corporate Social Responsibility (7.5)
(b) Social change Campaign in India (7.5)
