

END TERM EXAMINATION

THIRD SEMESTER [BA(JMC)] DECEMBER 2024

Paper Code: BA(JMC)-201

Time: 3 Hours

Subject: Development Communication

Maximum Marks: 60

Note: Attempt all questions as directed. Internal Choice is indicated.

(5x4=20)

- Q1 Write Short Notes of the Following:
- a) Sustainable Development Goals
 - b) Neo- Marxist Theory
 - c) SITE
 - d) Social Marketing
 - e) Digital Democracy

UNIT-I

- Q2 Discuss the various Social and Economic indicators of Development. (10)
- OR
- Q3 What are Approaches of Development? Discuss one approach with example. (10)

UNIT-II

- Q4 Explain the Linear and Non- Linear Models of Development Communication. (10)
- OR
- Q5 Discuss the concept of Think local/Act global - Think global/Act local. Also write the problems and solutions associated with it. (10)

UNIT-III

- Q6 "We are going for a digital India", Explain the statement with references of e-governance and digital working of the Government. (10)
- OR
- Q7 Discuss the emergence and importance of Development Support Communication. (10)

UNIT-IV

- Q8 Explain Swachcha Bharat Abhiyan as social change campaign in India. (10)
- OR
- Q9 Discuss the CSR practices of any one organization of your choice. (10)
