

(Please write your Exam Roll No.)

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END TERM EXAMINATION

THIRD SEMESTER [BA(JMC)] NOVEMBER - DECEMBER 2017

Paper Code: BA (JMC)-201

Subject: Development Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all five questions as directed. Internal choice is indicated.

Q1 Write short notes on any five of the following: (3x5=15)

- a) Panchayati Raj
- b) SITE
- c) Social Audit
- d) MNREGA
- e) Diffusion of Innovation
- f) Magic Multiplier

Q2 What is meant by the term 'Human Development Index'? What are its components? What is its role in assessing the development levels of a society? (15)

OR

Explain the term 'Sustainable Development'. How are the sustainable development goals defined?

Q3 What are the linear models of development? How is their approach different from that of non-linear models? (15)

OR

Discuss the role of corporate social responsibility in development sector? Discuss a few relevant case studies.

Q4 What is meant by the term Development? Discuss the role of Mass Media in development? (15)

OR

What is e-governance? Discuss its importance and relevance.

Q5 Write a detailed note on any three of the following: (15)

- a) Role of NGO's in development.
- b) GDP and GNP
- c) Social Marketing and Development.

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