

# END TERM EXAMINATION

THIRD SEMESTER [BA(JMC)] DECEMBER 2024

Paper Code: BA(JMC)-201

Subject: Development Communication

Time: 3 Hours

Maximum Marks: 60

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

- Q1 Write Short Notes of the Following: (5x4=20)
- 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 Swachha Bharat Abhiyan as social change campaign in India. (10)
- OR
- Q9 Discuss the CSR practices of any one organization of your choice. (10)

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