

End Semester Examination, 2016
Department of Mass Communication and New Media
Semester III

Course No. : PGMCM3C006
Max. Marks : 100

Course Title : Development Communication
Max. Time : Three Hours

SECTION A

Q1 Choose the Correct answer from the following. Each Question carries one and half marks. (1.5x10=15)

i) Who propounded the 'Theory of Positivity'?

- a) Daniel Lerner b) Wilbur Schramm
c) Auguste Comte d) Karl Marx

ii) What is the third stage of adoption suggested by Everett Rogers?

- a) Decision b) Implementation
c) Knowledge d) Persuasion

* iii) Who is the founding editor of 'People's Archive of Rural India'?

- a) Kailash Satyarthi b) P Sainath
c) Usha Rai d) Sarika Bansal

* iv) When is the Human rights day celebrated?

- a) 10th December b) 21st October
c) 6th February d) 4th July

v) In which year was UNESCO established?

- a) 1932 b) 1945
c) 1876 d) 1944

vi) Which of the following was not one of the Millennium Development Goals adopted by the UN?

- a) Promote Gender Equality
b) Ensure Environment sustainability
c) Eradicating Hunger and Poverty
d) Ensure Economic Development

vii) In which year was SITE launched in India?

- a) 1975 b) 1985
c) 1978 d) 1982

viii) Which of the following term best describes the economic practices of monopolization of access to any kind of property?

- a) Socialism
- b) Rentier Capitalism
- c) Cultural Hegemony
- d) Neo-Marxism

ix) Which of the following is not a part of Wood's Triangle?

- a) Knowledge Generators
- b) Opinion Leaders
- c) Political Leaders
- d) Development Knowledge Users

x) Who wrote the book "The Passing of Traditional Society"?

- a) Daniel Lerner
- b) Charles Osgood
- c) Everett Rogers
- d) Mahatma Gandhi

SECTION B

Answer all. Each Question in this section carries eight marks.

(8X5=40)

Q2. Write a note on structural aspects hindering economic growth in Developing Nations.
Or
Discuss Dependency Theory of Development.

Q3. Talk about the role of Media in Women Empowerment with suitable examples.
Or
Highlight the role of community media in Rural Development. Support your answer with relevant examples.

Q4. Explain the Bell Curve in Diffusion of Innovation theory of Everett Rogers?
Or
Elaborate Gandhian Perspective of Development.

Q5. Explain the role of UNESCO in Development.
Or
What do you understand by Social Inclusion? Elaborate with suitable examples.

Q6. Explain the Modernization theory of Development.
Or
What do you understand by Development Support Communication?

SECTION C

Answer any three. Each Question in this section carries fifteen marks.

(15X3=45)

Q7. Explain the stages of economic growth proposed by Walt Whitman Rostow.

Q8. Critically analyze the impact of any two works of eminent development journalists of your choice.

Q9. Discuss the digital India Campaign of government of India, thereby highlighting the role of ICT in development.

Q10. UNICEF says "Communication for development goes beyond providing information". Analyze this statement in context of Rural India.

Q11. Talk about the rights based approach to development.