

QP CODE: 22102038



Reg No :

Name :

B.A DEGREE (CBCS) SPECIAL SUPPLEMENTARY EXAMINATIONS, MAY 2022

Fifth Semester

B.A Mass Communication and Journalism Model I

CORE COURSE - MC5CRT23 - DEVELOPMENT COMMUNICATION

2019 Admission Only

92BB4E12

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define life expectancy.
2. Define no-unilinear theory of development.
3. Define the stage drive to maturity in Rostow's modernisation theory.
4. Explain the importance of point four in Trueman's speech.
5. Define diffusion.
6. Describe the significance of magic multiplier theory in development communication.
7. Explain the term sustainable development.
8. Define johari window.
9. Define transect walk.
10. Define Human Development Index (HDI).
11. Discuss about Public Service Advertisement (PSA).
12. Discuss the role of print media in social change.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Analyse the statement " Rich is getting richer and poor is getting poorer".





14. Explain basic properties of dependency theory.
15. Discuss dominant paradigm of development.
16. Find how empathy leads to modernization of a society?
17. Describe the four P's in social marketing.
18. Analyse the benefits of folk media.
19. Evaluate whether Millennium Development Goals was a failure or not?
20. Evaluate why SITE experiment is considered as a development communication project.
21. Explain the role of All India Radio (AIR) in development communication.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Analyze the history behind the emergence of the division first world, second world and third world.
23. Explain the limitations of BCC campaigns.
24. Discuss the importance of women empowerment in development of a society.
25. Discuss the role of ICT in rural development.

(2×15=30)

