



QP CODE: 21101834



Reg No :

Name :

B.A DEGREE (CBCS) SPECIAL SUPPLEMENTARY EXAMINATION, JULY 2021

Fifth Semester

B.A Mass Communication and Journalism Model I

CORE COURSE - MC5CRT23 - DEVELOPMENT COMMUNICATION

2018 Admission Only

9F68F2B1

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Identify the term developing nation
2. Define semi-periphery country
3. Define dependency
4. Explain the importance of point four in Trueman's speech
5. Describe the importance of communication channel in diffusion process
6. Define pre-contemplation
7. Define IRDP
8. Describe traditional knowledge
9. Define PCA
10. Recognize the Personality António Guterres
11. Discuss about "Yuvavani"
12. Discuss the role of television in health communication

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Explain the importance of World War 2 in the emergence of division of nations into first world, second world and third world.
14. Describe Walter Rostows stages of economic growth
15. Describe the drawbacks of dominant paradigm





16. Give an example of how empathy leads to change
17. Define pro social innovations
18. Analyze the necessity of empowerment in development
19. Describe how SITE experiment was executed in India
20. Discuss the drawbacks of Kerala model of development
21. Analyse how ICT's revolutionized communication

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain Unilinear model and the theories in it
23. Discuss the role of media in development from the perspective of magic multiplier theory
24. Discuss about folk theatre and its relevance in development communication in India
25. Analyze the drawbacks of print media as a development communication tool

(2×15=30)

