



QP CODE: 23140659

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, OCTOBER  
2023**

**Fifth Semester**

B.A Mass Communication and Journalism Model I

**CORE COURSE - MC5CRT23 - DEVELOPMENT COMMUNICATION**

2017 Admission Onwards

011C3C1C

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Define structuralist theory of development.
2. List the five stages of growth in Rostow's model.
3. Define dependency.
4. Explain why theory of empathy is part of modernization paradigm.
5. Define BCC.
6. Describe the importance of family planning campaigns in India.
7. Define communication for empowerment.
8. Define communication strategy design.
9. Explain advantages of folk media over mass media.
10. Discuss about the agency UNESCO.
11. Explain "radio bultoo".
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. Discuss the concept of development in terms of quality of life.
14. Analyse the problems faced by third world nations.
15. Explain how periphery countries are connected to core countries.
16. Define development communication.
17. Compose some arguments about magic multiplier theory.
18. Discuss the common stages of a development project.
19. Analyse the impact of SITE experiment.
20. Discuss the drawbacks of Kerala model of development.
21. Explain your views on TV as a participatory media.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

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

22. Discuss how dominant paradigm caused cultural invasion.
23. Explain the role of media in diffusion process with example.
24. Explain about a sustainable development project in India.
25. Describe digital divide and how it affects development.

(2×15=30)

