

QP CODE: 22100286



Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
JANUARY 2022**

Fifth Semester

B.A Mass Communication and Journalism Model I

CORE COURSE - MC5CRT23 - DEVELOPMENT COMMUNICATION

2017 Admission Onwards

9437295A

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Describe the importance of human rights in development.
2. Define no-unilinear theory of development.
3. Define mass consumption.
4. Interpret magic multiplier.
5. Identify the personality Daniel Lerner.
6. Describe health communication.
7. Describe natural resources.
8. Define empowerment.
9. Define focus group discussion.
10. Describe the impact of land reforms in Kerala model of development.
11. Recognize the personality P. Sainath.
12. Describe about CGNet Swara.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Demonstrate how periphery countries are getting exploited?
14. Illustrate how dependency theory differ from modernization theory?
15. Justify the emergence of alternative paradigm as a reaction against dominant paradigm.
16. Analyze the motivation behind USA's decision to give economic aid for poor countries.
17. Define early majority and late majority.
18. Describe the role of Paulo Friere in the development of participatory communication.
19. Describe the functions of United Nation (UN)
20. Evaluate why SITE experiment is considered as a development communication project.
21. Describe the impact of community television.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the characteristics of first world and second world nations.
23. Analyze with example the importance of social marketing in India's family planning campaign.
24. Discuss about folk theatre and its relevance in development communication in India.
25. Describe the possibilities of radio in communicating with the rural masses of India.

(2×15=30)

