

END TERM EXAMINATION

THIRD SEMESTER [BJMC] DECEMBER - 2012

Paper Code: BJMC 201

Subject: Development and Communication

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions including Q.No. 1 and is compulsory.

- Q1. Write short notes on **any five** of the following: (3x5=15)
- (a) Gross Domestic Product
 - (b) Happiness Index
 - (c) Literacy
 - (d) Water Harvesting
 - (e) E- chaupal
 - (f) Consumer awareness
 - (g) Joint Forest Management
- Q2. Define 'development'. Millennium Development Goals give direction to the process of development'. Discuss with suitable examples. (15)
- Or**
- Explain the following indicators of development.
- (a) Human Development Index
 - (b) Communication as an indicator
 - (c) Democracy as an indicator
- Q3. Explain the concept of 'Development Communication'. Discuss any two approaches of development communication with suitable examples. (15)
- Or**
- Elucidate the concept of 'Development Support Communication' in the context of
- (a) Health and Family Welfare
 - (b) Women Empowerment
- Q4. Discuss the role of following media in development (15)
- (a) Street play
 - (b) Print
 - (c) Outdoor Publicity
- Or**
- (a) Critically examine the role of NGOs in development.
 - (b) SITE experiment
- Q5. How will the following help of support rural development. (15)
- (a) Panchayati Raj Institutions
 - (b) Alternative Employment Opportunities
- Or**
- "Urban Development is a concern in the contemporary development scenario in India. Explain this in the context of (15)
- (a) Urban sanitation
 - (b) Sum Development
