

(Please write your Exam Roll No.)

Exam Roll No. 02914202412

END TERM EXAMINATION

THIRD SEMESTER [BJ(MC)] DECEMBER 2013

Paper Code: BJMC201

Subject: Development & Communication

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions including Q.no.1 which is compulsory.
Select one question from each unit.

Q1 Write short notes on **any three** of the following:- (5x3=15)

- (a) Human Rights as an indicator.
- (b) Magic multiplier
- (c) Slum development in India.
- (d) Women empowerment
- (e) Consumer awareness

UNIT-I

Q2 What is the basic premise of Human Development Paradigm? Discuss the Human Development Index with examples. (15)

OR

Q3 Discuss the important critiques of the dominant paradigm of development. (15)

UNIT-II

Q4 What is Development Support Communication and how has it been applied to population control campaigns in India? (15)

OR

Q5 Discuss the Diffusion of Innovation in detail. (15)

UNIT-III

Q6 Compare the role of print and electronic media for development communication in India. Elucidate with examples. (15)

OR

Q7 How has the traditional media been adopted for development communication in developing countries? Elaborate with case studies. (15)

UNIT-IV

Q8 Elaborate on any two issues that you would cover as a development journalist reporting on a tribal society. (15)

OR

Q9 Critically appraise media's reporting on **any two** of the following issues:- (7.5x2=15)

- (a) Urban development
- (b) Strengthening of Panchayati Raj.
- (c) Forest conservation
- (d) Environmental movements
