

END TERM EXAMINATION

THIRD SEMESTER [BA(JMC)] DECEMBER 2019

Paper Code: BA(JMC)-201

Subject: Development Communication

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1. Write short notes on any three of the following: (3x5=15)
- (a) Differentiate between GDP and GNP
 - (b) Magic -Multiplier
 - (c) Human Development Index
 - (d) Social Audit
 - (e) E-Chaupal

UNIT - I

- Q2. Discuss in detail linear and non-linear model of Development Communication. (15)

OR

Define Development Communication. Discuss various approaches to development communication in detail.

UNIT-II

- Q3. Discuss the changing paradigms of development due to ICTs. (15)

OR

Discuss the importance of participatory approach in dealing with indigenous problems of development by taking the cases of 'Think Local/Act Global' and Think Global/Act Local. (15)

UNIT-III

- Q4. How does development communication affect the process of development? Discuss the role and performance of mass media by citing examples. (15)

OR

What is development support communication? What role do NGOs play to bring social change? Give examples. (15)

UNIT-IV

- Q5. How would you develop a social media marketing campaign to 'save water' (15)

OR

Give an overview (2x7.5=15)

- (a) What is Corporate Social Responsibility?
- (b) What is Social Marketing and Development?
