

Roll No.

Total No. of Pages: 02

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B.A (Journalism and Mass Communication) (Sem. – 4)

DEVELOPMENT COMMUNICATION

Subject Code: BAJMC-402-18

M Code: 77444

Date of Examination : 15-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write short notes:

- a) CAA
- b) Panchayat
- c) Unemployment
- d) Green Revolution
- e) Doordarshan
- f) SITE project
- g) Literacy Rate
- h) Skill India
- i) Sustainable Development
- j) Community Radio

SECTION-B

2. Write about the role of TV in development communication in India.
3. Explain the Nehruvian Model of development.
4. What have been the barriers in development communication?
5. When does a paradigm shift take place?
6. What is the meaning of inclusive development?

SECTION-C

7. What is a welfare state? How does the mass media facilitate this concept?
8. Which are the core areas that need to be addressed in development support communication?
9. Critically analyse the role played by mass media in reaching out to rural India.

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