

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1458

H

Unique Paper Code : 11011404

Name of the Paper : Development Communication

Name of the Course : Bachelor of Arts (Honours
Course) Journalism

Semester : IV

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains 2 parts. Both parts are compulsory.
3. Candidates have to answer ANY THREE questions in Part A and ANY THREE questions in Part B.
4. Questions in Part A carry 10 marks each and questions in Part B carry 15 marks each.

P.T.O.

1. What is development support communication?
Discuss one DSC program in the area of health/education.
2. What is Diffusion of Innovations approach? Explain with suitable examples.
3. What are the different models of development?
Explain unilinear and non-unilinear world of development.
4. What is development journalism? How can it be used for reporting on issues of national development?
5. Discuss the implementation and efficacy of any one development support communication in India.

PART A

(3×15=45)

6. Describe different types of folk media and explain how they can be effectively utilized for development communication in rural areas.
7. What is community radio? Explain the significance of community radio stations for development communication.
8. Discuss the linkages between gender and development with respect to India. Illustrate your answer with relevant examples.
9. What is e-chaupal? Discuss its relevance in agricultural communication and development in rural India.

10. What is MNREGA? Discuss its role in development support in rural areas.