

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3464

A

Unique Paper Code : 11011404

Name of the Paper : Development Communication

Name of the Course : **B.A. (Hons.) Journalism – CBCS
(LOCF)**

Semester : IV

Duration : 3 Hours & 30 minutes

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

Attempt any **THREE** questions from **Part A (10x3=30 marks)**

and

Attempt any **THREE** questions from **Part B (15x3=45 marks)**

PART A

Write short notes on any **three** from the following

- a. Participatory Development
- b. Jan Dhan Yojana
- c. Kheda Communication Project
- d. Gender and development
- e. Rural newspapers

P.T.O.

PART B

Answer any **three** questions from the following

1. What do you understand by development communication? Critically examine the development communication approaches of Lerner, Rogers and Schramm.
2. What are the main characteristics of the Gandhian model of development? How is it different from the Nehruvian model?
3. Discuss the role of NGOs and development agencies in the development process.
4. Critically analyse the role of All India Radio as a Public Service broadcaster in framing the developmental agenda in the post-Independence years.
5. Development Support Communication operates as a linking agency that involves all the stakeholders to execute a development programme. Do you agree? Discuss with reference to the Wood's Triangle.