

**Government Degree College, Baramulla (Autonomous)**

**Term End External Examination 4th Semester (Session- July 2024)**

**Subject: Mass Communication & Multimedia Production**

**Course No and Title: MCMC2422M/Development Communication**

**Time: 2.15 hours      Max Marks:100      Min. Marks:40**

**Section A: Objective Type Questions**

**Q1. Choose the appropriate Answer: (8x1.5=12)**

- i. The term 'Development Communication' was coined by:  
A David Marshal      B Nora C. Quebral  
C Dr. Beire      D Alfonso Gumucio
- ii. Development communication is the use of communication to:  
A Promote consumer products      B Achieve economic growth  
C Raise awareness about development issues and foster social change      D Market political campaigns
- iii. The 'Dependency Theory' suggests that the underdevelopment of some countries is caused by:  
A A lack of access to global markets.      B Overpopulation  
C Reliance on foreign aid      D Historical exploitation by more powerful nations
- iv. The early generation of development communication studies was dominated by:  
A Modernization theory      B Environment protection  
C Uniform economic development      D None of the above
- v. What is the primary purpose of radio rural forums?  
A To broadcast urban-centric news      B To entertain rural populations  
C To engage rural communities in development discussions and education      D To advertise products to rural markets

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vi. The role of media in development is to:

- A Promote consumerism and materialism      B Disseminate information and raise awareness about development issues  
C Influence public opinion for political agendas      D Foster social divisions and inequalities
- vii. Which of the following communication channels is commonly used in development communication?  
A Television and radio      B Social media and online platforms  
C Billboards and posters      D All of the above
- viii. Who founded the People's Archive of Rural India (PARI)?  
A Arundati Roy      B P. Sainath  
C Karan Thapar      D Barkha Dutt

**Section-B: Descriptive Type Questions (Short Type)**

**Q2: Answer all the Questions (8 x 4 =32)**

- i. Identify the major problems and issues typically associated with development in developing countries.
- ii. List two indicators of human development.
- iii. What is modernization theory?
- iv. What are the main principles of participatory theory?
- v. Name any five development schemes implemented in the state of J&K during last five years?
- vi. Explain the importance of folk media in rural development communication.
- vii. What do you mean by social advertising?
- viii. Give an example of a successful social campaign in India

**Section – C: Descriptive Type Questions (Medium Type)**

**Answer all the questions: (4 x 7=28)**

- Q3.** Define development support communication. Name two objectives of development support communication.

**OR**

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Discuss the significance of development indicators in measuring progress. Provide examples of commonly used indicators.

- Q4.** “In the dominant paradigm wrong dimensions were identified as indicative of development”. Do you agree? What are the defects in the dominant paradigm?

**OR**

Mention two criticisms of modernization theory in the Indian context.

- Q5.** What was the Kheda Communication Project (KCP)? How it emerged as a model of rural development communication? Explain the salient features of Kheda experiment.

**OR**

Discuss the role of Non-Government Organizations in development communication

- Q6.** How do development journalists contribute to society?

**OR**

Write a development message for sensitizing people to own the orphan children and old aged people of the society. Write the messages in simple language and concepts that general people can understand especially those having limited literacy skills.

### **Section – D: Descriptive Type Questions (Long Type)**

**Answer any two of the following: (2 x 14=28)**

- Q7.** Describe the evolution of development communication from its inception to the present day.
- Q8.** Compare and contrast different models of development (e.g., modernization, dependency theory). What are their key principles and critiques?
- Q9.** Provide detailed case study of the SITE (Satellite Instructional Television Experiment) and highlighting their objectives and outcomes.
- Q10.** Evaluate the challenges faced by development journalists in India.