

**P.G. Semester-IV Examination, 2023****Journalism and Mass Communication**

Course ID : 43652

Course Code : JMC-402C

Course Title : Rural Communication

Time : 2 Hours

Full Marks : 40

*The figures in the right-hand margin indicate marks.  
Candidates are required to give their answers in their  
own words as far as practicable.*

**Answer all the questions.****UNIT-I**1. Answer any **one** of the following questions:

10×1=10

- a) Discuss about the major steps which have been taken in Five-year Plans to cater the interest of rural India. 10
- b) What are the main principles of Gandhian model of rural development? How does Gandhian Model function in a rural society? 4+6
- c) Write short notes on: 5×2=10
- i) Green Revolution
  - ii) Sustainable Development

*[Turn Over]*

## UNIT-II

2. Answer any **one** of the following questions:

10×1=10

- a) Discuss the contribution of MGNREGA in empowering rural India. 10
- b) How does the presence of Panchayat Raj Institutions (PRIs) help in social, economic and political participation of local people in rural India. 10
- c) Write short notes on: 5×2=10
  - i) Community media and Rural development
  - ii) ASHA

## UNIT-III

3. Answer any **one** of the following questions:

10×1=10

- a) Describe about the NGO's role as a positive catalyst for better governance. 10
- b) Find out some ideas based on different communication strategies to reach tribal people who are living in remote areas of India. 10
- c) Write short notes on: 5×2=10
  - i) NGO Boom
  - ii) Dark sides of NGO

## UNIT-IV

4. Answer any **one** of the following questions:

10×1=10

- a) What is cooperative societies? Describe the role of cooperatives in rural development? 4+6
- b) How does digital media help in rural development? Give some real example to justify your answer. 6+4
- c) Write short notes on: 5×2=10
  - i) Globalisation and Rural Development
  - ii) Self Help Group