

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

Course ID : 43654

Course Code : JMC-404EB

Course Title : Development 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) Explain sustainable development goals. Discuss the importance of sustainable development goals in the 21st century. 4+6
- b) Write short notes on: 5×2=10
- i) Third World.
- ii) Knowledge Gap.
- c) Write short notes on any **two** of the following: 5×2=10
- i) Problems and issues in development
- ii) Knowledge Gap
- iii) Development Indicators

[Turn Over]

UNIT-II

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

10×1=10

a) What do you understand about the concept of development communication? How does the medium of Television help in development?

2+8

b) "Development communication brings social changes".—Justify. 10

c) Write short notes on any **two** of the following:

5×2=10

i) Alternative Paradigm

ii) Dominant Paradigm

iii) Modernization approach

UNIT-III

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

10×1=10

a) What is development support communication? What are the problems faced in development support communication? 5+5

b) Comment on the role of non-governmental organization in nation-building. 10

c) Write short notes on: 5×2=10

i) Diffusion of innovation

ii) Development communication

UNIT-IV

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

10×1=10

a) Explain the role of ICT in development. 10

b) Explain the role of community media in development. 10

c) Write short notes on: 5×2=10

i) Globalization

ii) Opinion leaders