

December 2022
MA(JMC)- III SEMESTER
Development Communication (JMC-303-21)

Max. Marks:75

Time: 3 Hours

- Instructions:**
1. It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.
 2. Answer any four questions from Part -B in detail.
 3. Different sub-parts of a question are to be attempted adjacent to each other.

PART -A

- Q1 (a) Define Development Communication. (1.5)
(b) Name any three Paradigms of DEVCOM. (1.5)
(c) Name the DEVCOM theory which is Prefix with Father of Nation. (1.5)
(d) Name the founder of Bariloche Foundation. (1.5)
(e) Name any three Economic Indicators. (1.5)
(f) What is Extension Approach? (1.5)
(g) Define ICT. (1.5)
(h) Name the Union Minister for Women and Child Development ministry. (1.5)
(i) Name the Union minister for the Ministry of Rural Development. (1.5)
(j) Name the Place where the UNESCO office located. (1.5)

PART -B

- Q2 (a) Elaborate any four Paradigms of DEVCOM. (10)
(b) Define meaning and process of DEVCOM. (5)
- Q3 (a) What are the Basic Needs of Bariloche Foundation? (5)
(b) Define any four approaches of DEVCOM. (10)
- Q4 What is MacBride Commission? What are the recommendations of NWICO. (15)

- Q5 (a) What is three tier PRIs system? (5)
(b) Elaborate Global Communication Scenario with suitable examples. (10)
- Q6 (a) Define the Factors affecting selection and usage of Media for social change. (10)
(b) Design and Develop a DEVCOM message for any Noble Social Cause. (5)
- Q7 Define the Role of UN and UNESCO in bridging the gap between North and South. (15)
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