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**Final Semester Examination, 2016**

**School of Communication**

**5 years Integrated M.A in Media & Communication Studies, Semester III**

**Course: COMM-202: Communication for Development and Social Change**

Time Allowed: 3 Hours

Maximum Marks: 50

**SECTION: A** (Short Answer Type Questions/ to be answered in about max 25-50 words). (Marks: 2x5=10)

Attempt all questions.

- I. Define *Satellite Instructional Television Experiment (SITE)*
- II. Explain *Magic Multiplier approach* of Development Communication.
- III. In *Dependency theory*, what are the *Factors of Media need*.
- IV. Define *Innovator in Diffusion of Innovation approach*.
- V. Explain the *Types of needs in Dependency theory*.

**SECTION: B** (Short Answer Type Questions to be answered in about 150 words).

(Marks: 5x4=20)

Attempt all questions.

- I. Explain the importance of research in *Development communication*.
- II. Explain the *Media Strategy* for Swach Bharat Abhiyan or Make in India.
- III. Define *Community Radio* and its role in development.
- IV. Explain one of the following:
  - Dependency Theory
  - Modernization Theory

**SECTION: C** (Medium Answer Type Questions to be answered in about 300 words).

(Marks: 10X2=20)

Attempt any TWO questions.

- I. Explain-Media and Information technologies are not the backbone of *Development communication*.
- II. What is the difference between everyday communication and *Development Communication*?
- III. What were the results of Satellite Instructional Television Experiment (SITE)?
- IV. Explain any one of the following:
  - *Kheda communication project*
  - *Jhabua development communication project*