



10/12/2012

DOON UNIVERSITY, DEHRADUN
Semester Final Examination, Third Semester;2012
School of Communication

M.A Communication
Course: COMM-621: Communication and Development

Time Allowed: 3 Hours

Maximum Marks: 50
(Written-30+Activity-20)

1. What are the different phases of Communication programmes and campaigns? Are they mutually inclusive? Discuss with examples.

12 Marks

2. What are the indicators of 'Development'? How do you see the role of communication for development? Elaborate in the present context with specific reference to India.

10 Marks

3. Write short notes on the following(250 words each):

- a) Community radio broadcasting in India.
b) Bottoms up approach to development.

4 x 2= 08 Marks

4. Activity relevant to the course— Assigned to the students. To be submitted at the time of the examination (20 Marks):

Community radio broadcasting is gaining momentum in Uttarakhand. As of now, there are four community radio stations operating in different regions of the state.

Through a case study, discuss the role and relevance of community broadcasting in development of village community in Uttarakhand.