

**Exam. Code : 217802**

**Subject Code : 5591**

**M.A. Journalism & Mass Communication**

**2<sup>nd</sup> Semester (Batch 2021-23)**

**DEVELOPMENT COMMUNICATION**

**Paper—I**

**Time Allowed—3 Hours]**

**[Maximum Marks—75**

**Note :— Attempt FIVE questions in all, selecting at least ONE question from each Section. The FIFTH question may be attempted from any Section. All questions carry equal marks.**

**SECTION—A**

1. What is the meaning and process of development ? Discuss in detail various approaches to development.
2. Discuss in detail the characteristics of developed and developing societies and the gaps between the two.

**SECTION—B**

3. Discuss the need and importance of various media in development communication.

4. What are social, cultural and economic barriers in development communication ?

#### SECTION—C

5. Write a note on Diffusion of innovation model of agricultural extension.
6. What is importance of development communication in rural development ?

#### SECTION—D

7. What cause environment degradation ? Discuss in detail the need and importance of development communication.
8. Discuss the role of development support communication in health and family welfare sector.