

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BA(JAMC) (Sem.-3)**

**Subject Code : BJAMC-209**

**M.Code : 13017**

**Time : 3 Hrs.**

**Max. Marks : 60**

### INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

## SECTION-A

1. **Write briefly :**
  - a) DAVP
  - b) PIB
  - c) Radio as a medium
  - d) Traditional media and development
  - e) Contribution of Economic theory to society
  - f) Schumacher's model development
  - g) NGO's and development
  - h) E-chaupal
  - i) Digital democracy
  - j) Meaning of industrialization

## **SECTION-B**

2. Give the definition, meaning and scope of development communication.
3. What are the characteristics of developing societies?
4. Distinguish between the Western and Eastern models of development.
5. Explain the process of development communication with special reference to India.
6. What is the contribution of Song and Division in disseminating information related to development India? Give examples.

## **SECTION-C**

7. Explain the role of the Executive in development of a country, especially a developing country.
8. How are Cyber media assisting in India's developmental endeavors?
9. Do you find any relation between communication and urban sanitation? Give examples.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**