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Total No. of Pages: 02

Total No. of Questions: 09

**B.A (Journalism and Mass Communication) (Sem. – 4)**

**DEVELOPMENT COMMUNICATION**

**Subject Code: BAJMC-402-18**

**M Code: 77444**

**Date of Examination : 15-12-2022**

**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 short notes:

- a) CAA
- b) Panchayat
- c) Unemployment
- d) Green Revolution
- e) Doordarshan
- f) SITE project
- g) Literacy Rate
- h) Skill India
- i) Sustainable Development
- j) Community Radio

### **SECTION-B**

2. Write about the role of TV in development communication in India.
3. Explain the Nehruvian Model of development.
4. What have been the barriers in development communication?
5. When does a paradigm shift take place?
6. What is the meaning of inclusive development?

### **SECTION-C**

7. What is a welfare state? How does the mass media facilitate this concept?
8. Which are the core areas that need to be addressed in development support communication?
9. Critically analyse the role played by mass media in reaching out to rural India.

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