



25015074

QP CODE: 25015074

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) SPECIAL REAPPEARANCE EXAMINATIONS, FEBRUARY 2025**

**Fifth Semester**

B.A Mass Communication and Journalism Model I

**CORE COURSE - MC5CRT23 - DEVELOPMENT COMMUNICATION**

2022 Admission Only

71119619

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define no-unilinear theory of development.
2. Describe the term periphery country.
3. Define dependency.
4. List the main elements of diffusion of innovation.
5. Explain why theory of empathy is part of modernization paradigm.
6. Describe the importance of family planning campaigns in India.
7. Define sustainability.
8. Define focus group discussion.
9. Discuss about the folk art "Villupaattu".
10. Explain the advantages of KHEDA experiment.
11. Discuss about Public Service Advertisement (PSA).
12. Discuss about the use of ICT in health sector.

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Justify why the division of countries into first, second and third world is problematic.
14. Describe the drawbacks of Rostow's model of economic growth.





15. Describe the drawbacks of dominant paradigm.
16. Describe magic multiplier theory.
17. Discuss why BCC campaigns are used widely in health communication.
18. Find why participatory communication is called dialogic communication.
19. Analyse the impact of UNESCO in the field of development.
20. Describe Kerala model of development.
21. Explain the role of All India Radio (AIR) in development communication.

(6×5=30)

**Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain development from modernisation perspective.
23. Describe about development communication in India.
24. Analyze how media can be utilized for the empowerment of communities.
25. Analyze the drawbacks of print media as a development communication tool.

(2×15=30)

