



QP CODE: 26019241



26019241

Reg No :

Name :

MA DEGREE (CSS) EXAMINATION, MARCH 2026

Fourth Semester

Master of Arts in Journalism and Mass Communication

ELECTIVE - JM810401 - COMMUNICATION FOR DEVELOPMENT

2019 Admission Onwards

F7D474D4

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. Explain concept of development.
2. Critically examine the role of technology in development.
3. Explain information in development communication.
4. Briefly explain the benefits of new media over traditional media in development communication.
5. Briefly explain alternative concepts of development.
6. Define Self-help groups.
7. Define industrialization.
8. Define MNREGA.
9. Define people's plan.
10. Critically analyse the role of microfinancing in kerala.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Mention characteristics of development with reference to India.
12. Elucidate the benefits of DSC or Development Support Communication.





13. Discuss the six stages of multimedia development.
14. Explain Mahatma Gandhi National Rural Employment Guarantee Act 2005.
15. Differentiate between INSAT and EDUSAT.
16. Western development models may not fit into Indian situation. Discuss
17. Kudumbasree and Janasree are two successful ventures in Kerala. Explain history of both organizations.
18. Critically analyze how newspapers represent development news stories in kerala.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Media planning is important for conveying a message. Discuss
20. Explain the four levels of dominant paradigm of development.
21. India is a developing country. Elucidate the statement with suitable examples.
22. Examine the development communication activities of Government of Kerala.

(2×5=10 weightage)

