

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
FIRST SEMESTER [BA (JMC)] Internal Examination, December 2022

Paper Code: BA (JMC) 201	Subject: Development Communication
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Time: 2 Hours**Maximum Marks: 45**

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1.	Answer all the following questions briefly: -	1.5 × 10 = 15
	(a) Appraise the work of Nora Quebral in Development Communication.	CO1
	(b) Examine the importance of Development Communication for Journalism Students.	CO1
	(c) Evaluate the long-term impact of the "Magic Multiplier" concept on the sustainable development of communities.	CO2
	(d) Analyze the key points of KHEDA PROJECT in Development Communication	CO3
	(e) Analyze the contemporary significance of Human Rights and their role in promoting social justice and global equity.	CO1
	(f) Assess the role and performance of mass media in promoting development.	CO4
	(g) Interpret the role of communication in social change.	CO1
	(h) Write a Short Note on GDP and GNP	CO3
	(i) Provide a detailed analysis of the SITE project	CO3
	(j) Provide specific examples of how Panchayati Raj institutions have been applied at the local level to address community needs .	CO2
UNIT - I		
2.	(a) How can the process of Development Communication be practically applied to improve the effectiveness of Mass Media in promoting development and social change?	5 CO1

	(b)	Explain the Economic and Social Indicators of Development Communication.	5	CO1
	(c)	"The Diffusion of Innovation is one of the key approaches to Development Communication." Illustrate in your own words	5	CO2
3.	(a)	Compare and contrast the strategies used in the KHEDA PROJECT with other similar development communication initiatives to understand its significance and effectiveness.	5	CO1
	(b)	Assess the extent to which the Sustainable Development Goals (SDGs) effectively address the most pressing environmental, social, and economic challenges and their potential to create a more sustainable and equitable future for all.	5	CO2
	(c)	Evaluate the strengths and weaknesses of MNREGA (Mahatma Gandhi National Rural Employment Guarantee Act) in addressing rural unemployment and poverty in India.	5	CO2
UNIT – II				
4.	(a)	Create a comprehensive overview of Rostow's Demographic (Stages of Growth) theory in the context of Development Communication. This should encompass a synthesis of its key principles, implications, and potential effects on development processes.	5	CO5
	(b)	Construct a comprehensive explanation of the Non-Linear World System Theory, highlighting its fundamental principles, its implications for global dynamics, and how it challenges traditional models of economic and social development.	5	CO2
	(c)	Examine the influence of evolving development paradigms on the global approach to tackling social, economic, and environmental challenges.	5	CO2
5.	(a)	Analyze how alternative paradigms introduce non-conventional strategies for addressing complex issues and propose innovative solutions that diverge from traditional models.	5	CO3
	(b)	Assess the significance of the participatory approach in Development Communication, focusing on its emphasis on active community involvement and collaboration in the design and execution of development projects.	5	CO1
	(c)	Justify the need of the concept "Think local/Act global - Think global/Act local"	5	CO2