

**Bharati Vidyapeeth's**  
**Institute of Computer Applications and Management (BVICAM)**  
**A-4, Paschim Vihar, New Delhi-63**  
**THIRD SEMESTER [BAJMC] Reappear Examination, 2023**

<b>Paper Code: BAJMC-201</b>	<b>Subject: Development Communication</b>
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**Time: 2 Hours****Maximum Marks: 75**

**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: -	2.5 × 10 = 25
	(a) Define development communication and briefly explain its process.	CO1
	(b) List two economic indicators and two social indicators of development mentioned in the syllabus.	CO1
	(c) Briefly explain Rostow's Demographic Model and its stages of growth.	CO2
	(d) Define the concept of "Think global/Act local" as mentioned in the syllabus.	CO3
	(e) Describe the role of mass media in development, providing one example.	CO1
	(f) Briefly explain the role of NGOs in development.	CO3
	(g) Provide a brief overview of social marketing and its relevance to development.	CO3
	(h) Name one case study from India that illustrates Corporate Social Responsibility (CSR) in the syllabus.	CO2
	(i) Name one approach to development communication, and briefly explain its key concept.	CO1
	(j) In simple terms, explain why it's important to evaluate and consider changing paradigms in development communication.	CO2
<b>UNIT - I</b>		
2.	(a) Develop a comprehensive communication strategy for a development project that incorporates economic and social indicators. Justify your choice of indicators and explain how communication plays a pivotal role.	6 CO2
	(b) Evaluate the effectiveness of different approaches to development communication (Diffusion of Innovation, Magic Multiplier, Empathy). Compare and contrast their strengths and weaknesses in fostering social change.	6.5 CO2
3.	(a) Formulate a communication plan using the Gandhian perspective for a community development initiative. Include specific communication methods and explain how this approach aligns with sustainable development goals.	6 CO3
	(b) Critically assess the role of Information and Communication Technology (ICT) as an indicator of development. Discuss its impact on human rights and	6.5 CO1

		evaluate its effectiveness in promoting inclusive development.		
UNIT - II				
4.	(a)	Create a visual representation comparing and contrasting Rostow's Demographic Model with World System Theory. Highlight their implications for development communication and suggest potential modifications.	6	CO2
	(b)	Evaluate the strengths and limitations of the Neo-Marxist Theory in explaining communication's role in social change. Provide examples to support your evaluation.	6. 5	CO2
5.	(a)	Devise a new paradigm for development communication that integrates both participatory and global-local approaches. Explain the theoretical foundations and practical implications of this model.	6	CO2
	(b)	Critically assess the relevance of alternative paradigms like "Think local/Act global - Think global/Act local" in the context of contemporary global communication. Provide examples to support your evaluation.	6. 5	CO3
UNIT - III				
6.	(a)	Develop a multimedia communication plan for a development issue, incorporating the role and performance of mass media, NGOs, and cyber media. Explain how each component contributes to effective development communication.	6	CO3
	(b)	Evaluate the impact of social audit and whistleblowers in the context of development support communications. Analyze a case study to illustrate the ethical implications and effectiveness of these practices.	6. 5	CO1
7.	(a)	Propose a comprehensive strategy for an NGO to leverage digital democracy and e-governance in promoting development. Include specific tools and platforms, and explain their potential impact.	6	CO2
	(b)	Critically assess the role of cyber media in shaping public opinion regarding development issues. Discuss how e-chaupal initiatives contribute to community development and evaluate their sustainability.	6. 5	CO3
UNIT - IV				
8.	(a)	Design a social marketing campaign for a development issue, integrating principles of corporate social responsibility (CSR). Outline the key components and explain how the campaign aligns with ethical standards.	6	CO3
	(b)	Evaluate the effectiveness of CSR initiatives in Indian corporate case studies. Analyze the impact on both societal development and corporate reputation.	6. 5	CO3
9.	(a)	Create a comprehensive social media marketing campaign addressing a specific social change issue in India. Integrate lessons from previous case studies and explain how this campaign adds value.	6	CO3

	(b)	Critically assess the ethical considerations involved in the development of a social media marketing campaign. Evaluate the potential long-term impact on societal attitudes and behaviors.	6. 5	CO3
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