

FACULTY OF ARTS & SOCIAL SCIENCES
B.A CBCS III-Year (V-Semester) Regular Examinations, Dec-2022/Jan-2023
Mass Communication and Journalism-V/A
(Media and Development)

Time: 3 Hours

Max Marks: 80

SECTION-A

(5×4=20 Marks)

Answer any Five questions from the following

1. Sustainable development.
2. Field visits.
3. Krishidarshan.
4. Dalit Bandhu scheme.
5. PCI guideline in AIDS reporting.
6. Training and development.
7. SITE.
8. Poverty.

SECTION-B

(5×12=60 Marks)

Answer all the following questions

9. (a) Highlight important issues and problems of development.
(OR)
(b) How far India could achieve millennium development goals till date? Comment.
10. (a) Discuss the role of Television in development communication with case studies.
(OR)
(b) What are the cultural barriers to development communication?
11. (a) Give an account on various rural development approaches.
(OR)
(b) Compare merits and demerits of various media vehicles useful for agricultural communication to rural population.
12. (a) What are the challenges faced in development support communication?
(OR)
(b) Distinguish between Development Communication and Development Support communication.
13. (a) Write an article for print media on various “Human rights violations observed in our society”.
(OR)
(b) Write a radio script of 3 minutes duration on “Child trafficking” in India.