

**R1784**

**Sub. Code**

**515101**

**M.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**First Semester**

**Journalism and Mass Communication.**

**INTRODUCTION TO COMMUNICATION**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. The word communication is derived from a Latin word 'Communis' which means (CO1,K1)  
(a) to share (b) to provide  
(c) to obtain (d) to occupy
2. Body language is an element of (CO1,K1)  
(a) Verbal Communication  
(b) Non Verbal Communication  
(c) Written Communication  
(d) Group Communication
3. In oral communication, what matters most is (CO2,K2)  
(a) Official Secret Act  
(b) Radio Act  
(c) Copyright Act 1957  
(d) IT Act

4. Communication without words mean \_\_\_\_\_  
(CO2,K2)
- (a) Object communication
  - (b) Written communication
  - (c) Oral communication
  - (d) Non-verbal communication
5. Communication through \_\_\_\_\_and \_\_\_\_\_is called verbal communication.  
(CO3,K3)
- (a) Written material and gestures
  - (b) Gestures and spoken words
  - (c) Spoken words and written material
  - (d) Body language and gestures
6. The downward communication flow from \_\_\_\_\_  
(CO3,K3)
- (a) a subordinate to a superior
  - (b) a subordinate to a subordinate
  - (c) a superior to a superior
  - (d) a superior to a subordinate.
7. Feedback is generally delayed with \_\_\_\_\_  
communication.  
(CO4,K4)
- (a) Mass
  - (b) Interpersonal
  - (c) Group
  - (d) Organization
8. The type of communication that the teacher has in the classroom is termed as \_\_\_\_\_  
(CO4,K4)
- (a) Interpersonal
  - (b) Mass
  - (c) One to Group
  - (d) Face to face

9. Paralanguage refers to (CO4,K4)
- (a) the words spoken
  - (b) the various meanings in different languages.
  - (c) the vocal messages of pitch, rate, and loudness
  - (d) languages passed on from parent to child.
10. Dealing with the use of space in communication is (CO6,K5)
- (a) Paralanguage
  - (b) Kinesics
  - (c) Proxemics
  - (d) Chronemics

**Part B** (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Define effective communication and discuss the uses of effective communication. (CO1,K2)

Or

- (b) Trace the history of Communication. (CO2,K2)

12. (a) Compare and contrast verbal and non-verbal communication with examples. (CO3,K4)

Or

- (b) Identify the three stages of interpersonal communication and the factors that affect it. (CO2,K3)

13. (a) Construct interpersonal communication development as a fresher in college campus with mention to various stages. (CO3,K4)

Or

- (b) Briefly explain the terms (CO3,K2)
- (i) Kinesics,
  - (ii) Proxemics,
  - (iii) Chronemics.

14. (a) Compare and Contrast the pros and cons of Internet as a tool for mass communication. (CO4,K4)

Or

- (b) Estimate the dos and don'ts of body language if you are in a situation attending a job interview. (CO5,K5)

15. (a) According to Laswell's Model of Communication, Television advertisements persuade the audience to buy the product. Analyse the five elements with any one television advertisement of your choice. (CO5,K5)

Or

- (b) Do social media play a significant role in communication-Express from your opinion. (CO2,K2)

**Part C**

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Identify the communication barrier that describes each of the following situations and give remedies to overcome them.
- (i) Monica is in the class and the teacher is explaining different steps of computer programming. But Monica is amused about the hair style of the teacher and is wondering how he will look without any hair.
  - (ii) Neha is taking part in a Group Discussion. She is listening to the second speaker, who is using abstract phrases and expressions. She tries to infer the meaning of unfamiliar words from contextual clues. She pays *attention* to the speaker's intention, and is *trying* to understand and interpret non-verbal clues and body language of the speaker. (CO1,K3)

Or

- (b) A teacher shouts at her student for not completing his assignment inspite of giving many excuses. The student stared at the teacher and forcedly hit the ground with his shoe. Determine the pros and cons of Verbal and Non Verbal communication from the above scenario. (CO1,K3)
17. (a) As a student attending your classes through online determine the pros and cons of Social Media. (CO3,K1)

Or

- (b) Sandhya expressed her words on a speech competition held at her college. The audience encouraged her and gave positive feedback. Find out the Communication model used by Sandhya for effective speech. (CO3,K3)

18. (a) Imagine that you are a Candidate in the upcoming local Election. Determine the characteristics of body language as a public speaker. (CO4,K4)

Or

- (b) According to Laswell's Model of Communication, Television advertisements persuade the audience to buy the product. Examine the five elements with any one television -advertisement of your choice. (CO3,K4)
19. (a) Ramu is in abroad for his study. He was trapped with bad climatic weather. He wants to inform his parent. What are the different waves of communication he uses to convey? (CO5,K5)

Or

- (b) Construct your views of verbal communication with communication development of an individual from the birth. (CO5,K5)
20. (a) Two people are communicating each other but because of the barriers they couldn't able to communicate, how will they identify the barriers and solve the communication issue in accurate way. (CO4,K4)

Or

- (b) Is there an impact of communication technology on culture? If yes establish your stand with adequate examples. (CO4,K4)

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<b>Sub. Code</b>
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<b>515102</b>
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**M.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**First Semester**

**Journalism and Mass Communication**

**MEDIA LANGUAGE AND NEWS REPORTING**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. Celebrities make the news over small things because of the news value (CO1, K1)  
(a) Prominence (b) Currency  
(c) Human Interest (d) Novelty
2. Mandatory deadline for the release of a story is called? (CO1, K1)  
(a) Hold (b) Scoop  
(c) Release (d) Embargo
3. In journalism, news values play a crucial role in determining the newsworthiness of a story. Among the various news values, which of the following indicates the closeness to home and why is it considered significant in news reporting? (CO1, K3)  
(a) Timeliness (b) Proximity  
(c) Impact (d) Controversy

4. Mistake in news reading is known as (CO1, K2)
- (a) Ident (b) Lift
- (c) Fluff (d) Foot in the door
5. Journalism that promotes civic commitment and citizen participation in democratic processes is known as (CO2, K4)
- (a) Advocacy journalism
- (b) Public journalism
- (c) Alternative Journalism
- (d) Counter Media
6. In which pattern the newspaper is organized from front to back, from beginning to end (CO2, K3)
- (a) Linear pattern
- (b) Non-Linear pattern
- (c) Circular Pattern
- (d) Pyramid Pattern
7. Which of the following news values indicate the closeness to home? (CO2, K2)
- (a) Timeliness (b) Proximity
- (c) Impact (d) Controversy
8. Good news leads are usually structured so as to use (CO3, K3)
- (a) Passive-voice verbs
- (b) Subject-verb-object word order
- (c) Long introductory clauses
- (d) Multiple prepositional phrases



9. A series of advertisement messages that share a single idea or theme is (CO4, K3)
- (a) Ad Group (b) Ad Cluster
- (c) Ad Series (d) Ad Campaign
10. A blind lead is one that (CO5, K4)
- (a) Withholds some facts so the reporter can focus on the most important one
- (b) Was written by a visually impaired reporter
- (c) Blindly includes facts about the story
- (d) Obscures interesting information as a duck blind obscure hunter

**Part B** (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Discuss briefly about the Characteristics of news stories. (CO1, K2)

Or

- (b) News editor Mr. Niyash is the authority for News broadcasted in the channel. Discover the factors that would influence his decisions? (CO2, K2)
12. (a) Shahul the VJ was preparing questions for interviewing the team of “Love Today” movie. Analyze what are the tips and techniques followed to prepare that questions? (CO3, K4)

Or

- (b) Film and sports have become mainstream news, Interpret the given statement with of appropriate example. (CO2, K3)

13. (a) Analyze the 5W, 1H used in recent news issues Tamilnadu. (CO3, K4)

Or

- (b) If you were a Journalist and you are assigned to write a news article. Construct the procedures for writing a news report? (CO3, K2)
14. (a) Raji joined as an intern in Vijay TV. She was assigned to take interview of a cinema celebrity. What are the techniques and types of interviews would she use in the interview? (CO4, K4)

Or

- (b) Durai gave a template to Aswin and asked him to keep in mind that these templates are not meant to be complete scripts. Now you identify and criticize the broadcast writing style and characteristics missed in that template. (CO5, K5)
15. (a) Leela wrote a feature story for a newspaper but the editor instructed Leela to rewrite her story, approaching it from a new angle or including more information. Criticize why writing and rewriting is important in print journalism. (CO5, K5)

Or

- (b) Difference between editing and rewriting. Elaborate with Examples. (CO2, K2)

**Part C**

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Describe the term of creative and explain its importance in the field of journalism. (CO1, K3)

Or

- (b) Film and sports have become mainstream news, Interpret the given statement with of appropriate example. (CO1, K3)

17. (a) An ideal interview is said to be the midway between monologue and dialogue. Suggest how a reporter can successfully negotiate this way while taking a news interview. (CO3, K1)

Or

- (b) Yamini asked to write news report. Choose and explain the appropriate characteristics that she will apply to write the news report. (CO3, K3)

18. (a) Devi attended an interview where they have given a newspaper as shown in the following image and asked her to interpret how graphics, photograph, cartoons contribute to the display and presentation of news. Give your suggestion. (CO4, K4)

Or

- (b) Given an opportunity to write a column in a newspaper, what kind of newspaper content will you use in it? (CO3, K4)

19. (a) Ram is a news reporter who committed to cover the political news in his news agency. What are the news writing techniques will be used by him?  
(CO5, K5)

Or

- (b) Senthil wrote an article about “Prime minister to Kashmir border” following the Inverted pyramid style. Summarize why the inverted pyramid is important in print and internet media. (CO5, K5)
20. (a) Uma is a journalist, she found a written schedule of when and where you plan to publish upcoming events, she felt it’s so important and hand it over to the concern person. Identify what is that paper? Who scheduled and why it’s important? (CO4, K4)

Or

- (b) Evaluate the principles of feature writing for a magazine page about “Photography”. (CO4, K4)
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<b>Sub. Code</b>
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<b>515103</b>
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**M.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**First Semester**

**Journalism and Mass Communication**

**Elective — MEDIA LAWS AND ETHICS**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. Online registration system was formally inaugurated in the year (CO1, K1)  
(a) 2002 (b) 2004  
(c) 2006 (d) 2008
2. RNI was established by the recommendations of \_\_\_\_\_ Press Commission (1953) (CO1, K1)  
(a) First (b) Second  
(c) Third (d) Fourth
3. The first post-independence legislation in India is (CO2, K2)  
(a) Official Secret Act  
(b) Radio Act  
(c) Copyright Act 1957  
(d) IT Act

4. The Indian Constitution was drafted in the year(CO2, K2)  
(a) 1851 (b) 1950  
(c) 1949 (d) 1852
5. Article ————— guarantees freedom of expression.  
(CO3, K3)  
(a) 16 (b) 17  
(c) 18 (d) 19
6. The person who files the case is known as (CO3, K3)  
(a) Defendant (b) Ofendant  
(c) Plaint (d) Plaintiff
7. One of the functions of the press is (CO4, K4)  
(a) Accuracy (b) Deadline  
(c) Curiosity (d) Propaganda
8. Which constitutional provision in India specifically relates to the freedom of speech and expression?(CO4, K4)  
(a) Article 19 (b) Article 21  
(c) Article 25 (d) Article 325
9. In the context of media laws, what is the key aspect of the relationship between the legislature and the press  
(CO4, K4)  
(a) Mutual exclusivity  
(b) Constitutional privileges  
(c) Business partnerships  
(d) Regulatory authority

10. Which section of the IPC deals with the offense of sedition? (CO6, K4)
- (a) Section 124(A)      (b) Section 153(A)
- (c) Section 292          (d) Section 294(A)

**Part B** (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Define the Criminal Procedure Code (CrPC) and its purpose in the Indian legal system. (CO1, K2)

Or

- (b) Explain the difference between slander and libel as addressed in the Defamation Act. (CO2, K2)
12. (a) Describe the RNI and enumerate its primary functions in the context of media regulation. (CO3, K2)

Or

- (b) Provide an overview of the Data Protection Laws in India and highlight their primary objectives. (CO2, K2)
13. (a) Explain the functions of Press Information Bureau? (CO3, K2)

Or

- (b) Analyze the duties and Rights of Press Council of India. (CO3, K4)

14. (a) Compare and Contrast (CO4, K4)
- (i) Liberty of Press
  - (ii) Copyright
  - (iii) Infringement

Or

- (b) Compare the privileges of the press in its relationship with Parliament and State Legislatures, highlighting any differences. (CO5, K5)
15. (a) Express the challenges and new dimensions of the freedom of speech and expression in the contemporary media landscape. (CO6, K5)

Or

- (b) Distinguish between ABC and Press Council of India. (CO2, K2)

**Part C** (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Explain the significance of the Gagging Act and Vernacular Press Act in the historical development of media laws in India. (CO1, K1)

Or

- (b) Explain the ethical considerations a Media Professional should keep in mind. (CO1, K1)



17. (a) "Film must be judged according to the contemporary standards of the country." Identify what kind of test applied by courts in deciding the question of obscenity? (CO3, K3)

Or

- (b) Write a short note on regulation of the broadcasting sector of media and the self-regulatory code of ethics in this regard. (CO3, K3)
18. (a) Do you think that the Press in India has by and large been able to assert its freedom as an institution? Give reasons for your answer. (CO4, K4)

Or

- (b) Elicit your view on Working Journalists act, its importance, relevance and impact on media. (CO3, K4)
19. (a) Critically the role of the First Press Commission as a guideline for functioning of mass media in independent India. Explain its important recommendations. (CO5, K5)

Or

- (b) Critically discuss the impact of the recommendation of the Second Press Commission. (CO5, K5)

20. (a) Elaborate Cinematograph act. Comment on the functioning of the CBFC board with recent incidents? (CO4, K4)

Or

- (b) Briefly discuss the Official Secrets Act with appropriate examples. (CO4, K2)
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<b>R1787</b>
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**M.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**Third Semester**

**Journalism and Mass Communication**

**CONTEMPORARY ISSUES**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. What often triggers social conflicts? (CO1, K1)
  - (a) Communication and collaboration
  - (b) Cultural values and beliefs
  - (c) Resource scarcity or unequal distribution
  - (d) Government control and regulation
2. Purpose of international organizations in politics? (CO1, K1)
  - (a) Global law enforcement
  - (b) Exclusive promotion of national interests
  - (c) Facilitating diplomatic communication and cooperation
  - (d) Preserving strict sovereignty for individual nations

3. Consequence of fake news on social media? (CO2, K2)
- (a) Enhanced critical thinking skills
  - (b) Increased trust in mainstream media
  - (c) Erosion of public trust in information sources
  - (d) Reduced engagement with news articles
4. How does the phenomenon of “paid news” affect the credibility of a media house? (CO2, K2)
- (a) Enhances journalistic integrity
  - (b) Has no impact on credibility
  - (c) Positively influences public trust
  - (d) Undermines credibility and integrity
5. Universal Declaration of Human Rights (UDHR) was adopted by the United Nations General Assembly on (CO3, K3)
- (a) January 21, 1916
  - (b) October 18, 1914
  - (c) March 02, 1989
  - (d) December 10, 1948
6. The United Nations (UN) was established in (CO3, K3)
- (a) 1945
  - (b) 1934
  - (c) 1965
  - (d) 1989
7. Primary objective in news writing? (CO4, K4)
- (a) Expressing personal opinions
  - (b) Providing accurate and objective information
  - (c) Entertaining the audience
  - (d) Promoting a particular viewpoint

8. What is the primary motive behind human trafficking?  
(CO4, K4)
- (a) Cultural exchange and diversity
  - (b) Economic empowerment of victims
  - (c) Forced labor and exploitation
  - (d) International tourism promotion
9. Yellow journalism (CO4, K4)
- (a) Circulation (b) Empowerment
  - (c) Promotion (d) Sensationalism
10. What is a prevalent concern in current media discussions? (CO6, K5)
- (a) Dominance of print journalism
  - (b) Lack of diversity in newsroom furniture
  - (c) Rise of misinformation and disinformation
  - (d) Excessive objectivity in reporting

**Part B** (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Explain the essence of Contemporary Issues.  
(CO1, K2)

Or

- (b) Examine the genesis of the Universal Declaration of Human Rights.  
(CO2, K2)

12. (a) How does globalization influence the healthcare sector? (CO3, K2)

Or

- (b) Elaborate on the various economic and cultural rights. (CO2, K2)

13. (a) Analyze the primary factors contributing to climate change and their impacts on the environment and human societies. (CO3, K4)

Or

- (b) In what ways can societies foster increased understanding and tolerance among different groups? (CO3, K4)

14. (a) Analyze manifestations, causes, and consequences of communalism in society. (CO4, K4)

Or

- (b) Compare the impact of economic and political issues between central and state governments on a country's governance and development. (CO5, K5)

15. (a) Assess the influence of government policies on improving educational standards and ensuring equal access to quality education. (CO6, K5)

Or

- (b) How do news values shape your editorial decision-making process? (CO2, K2)

**Part C**

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) How does media literacy and responsible journalism aid individuals in navigating media influence on their ideological perspectives? (CO1, K1)

Or

- (b) Assess the impact of education, healthcare, and social policies on achieving social sustainability goals. (CO1, K1)
17. (a) Explore rural communities' socio-economic challenges and assess how government policies and community initiatives can improve overall rural quality of life. (CO3, K3)

Or

- (b) Contrast the collaborative efforts of United Nations (UN) bodies and international forums in addressing global challenges like conflict resolution, humanitarian crises, and sustainable development. (CO3, K3)
18. (a) Analyze the driving factors of illegal migration and the social, economic, and political implications for host countries and migrants. (CO4, K4)

Or

- (b) Define 'paid news' and explore its perceived threat to journalistic integrity and media outlet credibility. (CO3, K4)

19. (a) Outline challenges and opportunities linked to implementing agricultural and land reforms in rural areas. (CO5, K5)

Or

- (b) Identify an underlying cause of regional conflicts and discuss diplomatic efforts and International cooperation to peacefully resolve these conflicts. (CO5, K5)

20. (a) Devise an educational campaign to raise awareness about the dangers of fake news on social media. (CO4, K4)

Or

- (b) Examine common challenges faced by press associations in supporting journalists and upholding press freedom. (CO4, K4)
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**R1788**

**Sub. Code**

**515302**

**M.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**Third Semester**

**Journalism and Mass Communication**

**BROADCAST JOURNALISM**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. IBS means (CO1, K1)
  - (a) Indian Broadcasting Service
  - (b) International Broadcasting Service
  - (c) Indian Broadcast Sector
  - (d) Indo-British Service
2. All India Radio is officially known since \_\_\_\_\_ as 'Akashvani'. (CO1, K1)
  - (a) 1936 (b) 1946
  - (c) 1956 (d) 1966
3. Which one is not a role of producer in the radio production? (CO1, K1)
  - (a) News reading
  - (b) Developing new ideas
  - (c) Managing the budget
  - (d) Preparing schedule

4. A \_\_\_\_\_ is a short song or tune used in advertising and for other commercial uses. (CO1, K1)
- (a) Jingle (b) Talk show  
(c) Documentary (d) News reading
5. Which is the first rule of TV news among the following? (CO2, K1)
- (a) Communication (b) Clarity  
(c) Brevity (d) Fact
6. A \_\_\_\_\_ is a short video made up of clips taken from interviews with members of the public. (CO2, K1)
- (a) Opinion (b) Shorts  
(c) Interview (d) Vox pop
7. Documentary Should be in \_\_\_\_\_. (CO1, K1)
- (a) Drama (b) Folk  
(c) Fiction (d) Nonfiction
8. The \_\_\_\_\_ light provide separation between the subject and the background. (CO2, K2)
- (a) Key (b) Fill  
(c) Back (d) Background
9. What is the following software used to write the script? (CO2, K1)
- (a) FCP (b) Celtx  
(c) InDesign (d) Avid
10. Brief summary of a Completed screenplay's core concept is called as \_\_\_\_\_. (CO2, K1)
- (a) Synopsis (b) Story  
(c) Screenplay (d) Script

**Part B**

(5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Illustrate the Strengths of Radio Broadcasting.  
(CO1, K3)

Or

- (b) Differentiate AM and FM. (CO1, K3)

12. (a) Categorize the news format. (CO2, K3)

Or

- (b) Classify the role of producers. (CO2, K3)

13. (a) Simplify the characteristics of Television. (CO3, K2)

Or

- (b) Summarize the Pre-production work. (CO3, K2)

14. (a) Outline the different types of shots. (CO4, K4)

Or

- (b) Explain the narration structure. (CO4, K2)

15. (a) Determine Script writing. (CO3, K3)

Or

- (b) Interpret the short film production. (CO3, K3)

**Part C**

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Explain the details on 'History of Radio development in India'. (CO2, K2)

Or

- (b) Summarize the structure of AIR. (CO2, K2)

17. (a) Distinguish the types of microphone and its uses. (CO2, K4)

Or

- (b) Explain the details of Radio news bulletin. (CO2, K2)

18. (a) Write a detailed account of TV News Reporting. (CO3, K3)

Or

- (b) Write essay on production stages. (CO3, K4)

19. (a) Categorize the different types of camera movements. (CO3, K4)

Or

- (b) Categorize the different types of camera angles. (CO4, K4)

20. (a) Evaluate the two column script format. (CO3, K4)

Or

- (b) Write essay on Docu-drama. (CO3, K4)

**R1789**

**Sub. Code**

**515303**

**M.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**Third Semester**

**Journalism and Mass Communication**

**Elective – DEVELOPMENT COMMUNICATION**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct answer.

1. The Millennium Development Goals (MDGs) consist of \_\_\_\_\_.  
(CO1, K1)  
(a) 5 (b) 7  
(c) 8 (d) 10
2. Which organizing principle that aims to meet human development goals?  
(CO2, K2)  
(a) Communication  
(b) World health  
(c) Sustainable development  
(d) Media
3. If you were a social activist which medium do you choose for development  
(CO4, K4)  
(a) Newspaper (b) Media  
(c) Books (d) Laws

4. The process that outlines the ways in which a premodern society becomes modern is called as \_\_\_\_\_.  
(CO1, K1)  
(a) Social advertising (b) Modernization theory  
(c) Feminism theory (d) Wilbur Schramm model
5. Kheda Communication Project began in \_\_\_\_\_.  
(CO1, K1)  
(a) 1975 (b) 1976  
(c) 1981 (d) 1956
6. Expand PRA: \_\_\_\_\_.  
(CO1, K1)  
(a) Public Relation Area  
(b) Participatory Rural Appraisal  
(c) Promoting Rural Appraisal  
(d) Public Rural Appraisal
7. If you want to save money and provide loans to each other which committee you would approach? (CO3, K3)  
(a) Panchayat union  
(b) Self Help Groups  
(c) Women empowerment  
(d) Ration shop
8. Who introduced Five Year Plans? (CO2, K2)  
(a) Jawaharlal Nehru (b) Indira Gandhi  
(c) Manmohan Singh (d) Narendra Modi
9. Daniel Learner was known for his studies on \_\_\_\_\_.  
(CO2, K2)  
(a) Feminism (b) Modernization theory  
(c) Communication (d) Environmental science
10. Which type of advertising promotes brands by serving social interest? (CO4, K4)  
(a) Media (b) Social advertising  
(c) Public relations (d) Print advertising

**Part B**

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Define the concept of Development Communication.  
(CO1, K1)

Or

- (b) List out the uses of ICT tools in development communication.  
(CO1, K1)

12. (a) Classify the role of media in development. (CO2, K2)

Or

- (b) Interpret the use of Empowerment and Development Communication field. (CO2, K2)

13. (a) Demonstrate the impact of Millenium Development goals in development.  
(CO3, K3)

Or

- (b) Wilbur Schramm model is an influential model of communication. Justify the above statement with your points.  
(CO3, K3)

14. (a) Analyse the Gandhian model of development with its objectives.  
(CO4, K4)

Or

- (b) Compare Social Marketing and Social Advertising in development.  
(CO4, K4)

15. (a) Assess the efforts done by NGO's in field of development.  
(CO5, K5)

Or

- (b) Validate the objectives of Self Help group and its contribution towards development.  
(CO5, K5)

**Part C**

(5 × 8 = 40)

Answer the following questions not more than 1000 words each.

16. (a) What is sustainable development and indicators of development? (CO1, K1)

Or

- (b) Explain Satellite Instructional Television Experiment in detail. (CO1, K1)

17. (a) Examine any two paradigms of development communication. (CO2, K2)

Or

- (b) Discuss the role of Community radio in development. (CO2, K2)

18. (a) "Gender sensitization is a weapon in society development". Evaluate the above statement based on your view and show its impact on society. (CO5, K5)

Or

- (b) Trace the major advantages and limitations of Five Year Plan of India and give a critical evaluation on areas to be improved. (CO5, K5)

19. (a) Compare and contrast between Gandhian model and the Paulo Freire model of communication. (CO4, K4)

Or

- (b) Analyse the significance of Modernization theory. (CO4, K4)

20. (a) Imagine you are a social activist who tries to bring awareness on women empowerment in our society. How will you use media in this process? (CO3, K3)

Or

- (b) If you want to develop a tribal region what are the measures can be implemented by apply the characteristics of the Jhabua Development Communications Project. (CO3, K3)