



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 4th Semester Examination, 2023

CC9-MASS COMMUNICATION AND JOURNALISM

DEVELOPMENT COMMUNICATION

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions

3×4 = 12

1. Name any three development models.
2. What is sustainable development?
3. Explain the concept of DAGMAR.
4. Who proposed (i) Magic Multiplier Concept (ii) Diffusion of innovation (iii) Concept of village development and self-reliance in India?
5. What is e-governance?
6. Define inclusive development.

GROUP-B

Answer any four questions

6×4 = 24

7. Explain the role of NGOs in development.
8. What is rural journalism?
9. Explain the Nehruvian model of development.
10. What is alternative development?
11. Discuss in detail Gandhi's ideas on development.
12. What is participatory development?

GROUP-C

Answer any two questions

12×2 = 24

13. Explain in detail the SITE programme in India.
14. Critically examine the Modernizing theories of Development.
15. Analyse the role of Doordarshan in development communication.
16. Explain in detail the Panchayati Raj system in India. Also discuss its structure and workflow.

—x—