



‘समानो मन्त्रः समितिः समानी’

UNIVERSITY OF NORTH BENGAL

B.A. Honours 4th Semester Examination, 2022

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 from the following

3×4 = 12

1. What do you understand by the term ‘concept of development’?
2. What are the basic purposes of a development model?
3. What is basic idea of the magic multiplier theory?
4. Give three factors as to how mass media has helped as a tool in development.
5. What do you understand by the term ‘inclusive development’?
6. Why is these information need in rural areas?

GROUP-B

Answer any four questions from the following

6×4 = 24

7. Write a short note on Alternative Paradigm.
8. Explain the term ‘Diffusion of Innovations’. Who coined this expression?
9. Write briefly about the Gandhian model of development.
10. Comment on how MGNREGA scheme has helped in rural development.
11. Explain the role of Krishi Darshan in bringing about development in rural India through its various programmes.
12. Critically analyse about the mainstream media’s reporting on tribal issues and problems.

GROUP-C

Answer any two questions from the following

12×2 = 24

13. Explain in detail the Nehruvian model of development.
14. What do you mean by ‘Dominant Paradigm’? What are the theories underlying the dominant paradigm?
15. Write in detail about the Kheda TV experiment in Gujarat.
16. What do you understand by the term ‘e-Choupal’? Explain in detail how ITC has helped in the upliftment of the farmers through e-Choupal.

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