



BRAINWARE UNIVERSITY

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Term End Examination 2024-2025

Programme – B.Sc.(MSJ)-Hons-2022

Course Name – Development Communication & Advocacy

Course Code - BMSJC501

(Semester V)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

(i) Who is the author of the concept Development as Freedom? Name it.

- | | |
|---------------------|----------------|
| a) Mahatma Gandhi | b) Amartya Sen |
| c) Jawaharlal Nehru | d) Adam Smith |

(ii) Panchayati Raj refers to: Infer.

- | | |
|--|---|
| a) A system of urban governance in India | b) A framework for national economic planning |
| c) A decentralized system of rural governance in India | d) A system of federal government |

(iii) The term Developing Countries refers to: ____ Infer.

- | | |
|---|---|
| a) Countries with high GDP and technological advancements | b) Countries with low levels of industrialization and human development |
| c) Countries with stable political systems | d) Countries that are part of the G7 |

(iv) Comprehend the difference between Development and Growth.

- | | |
|--|---|
| a) Growth focuses on economic output, while development includes social progress | b) Development only refers to physical infrastructure |
| c) Growth is measured by GDP, development by population size | d) There is no difference; they are synonymous |

(v) Select which of the following is a challenge often faced by developing countries.

- | | |
|---|--|
| a) High levels of human development | b) Overdependence on primary sector industries |
| c) Surplus of technological innovations | d) Low population growth |

(vi) Define the primary role of mass media in development communication.

- | | |
|------------------|-------------------------|
| a) Entertainment | b) Advertising products |
|------------------|-------------------------|

- c) Informing and educating the public
- d) Influencing political opinions
- (vii) Interpret what role do development agencies play in sustainable development.
 - a) They focus on short-term relief efforts
 - b) They promote practices that do not harm the environment
 - c) They develop entertainment programs
 - d) They solely manage financial resources
- (viii) A community is planning a new agricultural project. How can participatory development principles be applied in this scenario?
 - a) By creating a project plan without community input
 - b) By consulting with community members and incorporating their feedback
 - c) By hiring external experts to make all decisions
 - d) By focusing only on technological solutions
- (ix) What is a key consideration when NGOs design a development communication strategy aimed at youth?
 - a) Using outdated media platforms
 - b) Focusing on complex jargon
 - c) Utilizing media channels and language that resonate with younger audiences
 - d) Avoiding digital tools
- (x) What is the primary objective of Krishi Darshan?
 - a) Entertainment
 - b) Education and agricultural development
 - c) Industrial awareness
 - d) Political news
- (xi) Which of the following is an example of development journalism?
 - a) Coverage of celebrity news
 - b) Reporting on agricultural reforms
 - c) Sensational crime reporting
 - d) Reality TV shows
- (xii) Which of the following is an example of gender-sensitive development communication?
 - a) Campaigns promoting women's education
 - b) Political news coverage
 - c) Economic news
 - d) Entertainment shows
- (xiii) Which media is most effective in promoting gender-sensitive development?
 - a) Reality shows
 - b) Gender-focused radio programs
 - c) Political news
 - d) Advertising campaigns
- (xiv) Which medium has traditionally been used for gender-sensitive development issues?
 - a) Television
 - b) Folk art
 - c) Newspapers
 - d) Social media
- (xv) How does traditional media contribute to development?
 - a) By focusing on rural stories and issues
 - b) By promoting international policies
 - c) By focusing on urban entertainment
 - d) By providing commercial opportunities

Group-B

(Short Answer Type Questions)

 $3 \times 5 = 15$

2. Describe the North-South debate in development communication. (3)
3. Compare the effectiveness of community radio and television in addressing rural development issues. (3)
4. Define Sustainable Development in the context of development communication. (3)
5. How can gender-sensitive communication strategies improve development outcomes? (3)
6. Assess the impact of community radio in promoting local development. (3)

OR

Choose an ICT strategy for improving education in rural areas.

(3)

Group-C

7. Compare and contrast the strategies used in Krishi Darshan and Kheda's community radio for promoting agricultural development. (5)
8. Explain the significance of the Human Development Index (HDI) in measuring development outcomes in a country. (5)
9. Construct a framework for effective media advocacy, using examples from real-world campaigns. (5)
10. Discuss the relationship between advocacy and policy change, providing examples from recent movements. (5)
11. Evaluate the impact of community-driven media projects on local development initiatives. (5)
12. Evaluate the effectiveness of participatory approaches in designing community radio programs for rural development. (5)

OR

- Analyze how community radio can address the challenges of digital divide in rural areas. (5)
