



BRAINWARE UNIVERSITY

Term End Examination 2022

Programme – B.Sc.(MSJ)-Hons-2020

Course Name – Development Communication and Advocacy

Course Code - BMSJD501A

(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) The diffusion theory in the context of development was given by
- a) Everett Rogers
b) Daniel Lerner
c) Wilbur Schramm
d) Nora Cruz Quebral
- (ii) Which of the following refer to the organized efforts to use communication process and media to bring
- a) Development Communication
b) Development Support
c) Lasswell Formula
d) Community Journalism
- (iii) What is the meaning of Unilinear?
- a) Consistently developing
b) Single path development
c) Steady path development
d) All of the above
- (iv) What does 'Think Global, Act Local' means?
- a) Consider the health of the entire planet and to take action in their own communities.
b) Individuals coming together to protect habitats and the organisms that live within them.(N)
c) Occur on a local level and are primarily run by volunteers and helpers
d) All of the above
- (v) Who is known as the Father of Panchayati Raj in India?
- a) Mahatma Gandhi(N)
b) Balwant Rai Mehta
c) Lord Ripon
d) None of the above
- (vi) ICT stands for?
- a) Indian Communication Technology
b) Italian Communication Technology
c) India's Connected Technology
d) Information Communication Technology
- (vii) Development communication refers to the combination of actions by:
- a) Government
b) Donors
c) Civil Society
d) All of the given options
- (viii) Gandhi's concept of democratic decentralization bears the stamp of his passionate belief in
- a) Non-violence
b) Truth

- c) Individual freedom
d) All of these
- (ix) _____ process to measure and report the social objectives of the CSR project.
a) Social Audit
b) Grassroots
c) Whistleblowers
d) CSR
- (x) Under which set of theories and models does Neo- Marxism is included?
a) Unilinear
b) Non-Linear
c) Linear
d) Non- Unilinear
- (xi) In a public sphere, people
a) come together to freely discuss
b) Identify societal problems
c) influence political action
d) all of these
- (xii) For communication to be effective, it must be a
a) one way process only
b) three way process
c) two way process
d) None of these
- (xiii) The following can be attributed to after-effects or colonialism in India
a) High levels of literacy and industrialisation
b) Low level of progress and low literacy level
c) highly developed infrastructure
d) none of these
- (xiv) The modernisation paradigm arose soon after which war?
a) world war I
b) world war II
c) Indo-Pak War
d) Chinese Aggression
- (xv) Which of the following theory dominates the early generation of development communication studies?
a) Socialization
b) Modernization
c) Post modernization
d) Development

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the term 'Development Journalism' ? (3)
3. Explain the meaning of 'E-governance' (3)
4. What do you understand by Development Support Communication? (3)
5. Explain in brief the role of Information and Communication technology in rural development. (3)
6. Write a note on women empowerment. (3)
- OR**
- Write a note on "Peoples' Participation" (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. What do you mean by Gandhian model of development? (5)
8. What is 'Media advocacy'? Describe its impact in development of a country. (5)
9. Illustrate the power of community radio in taking social messages (5)
10. Explain How e-governance can play a role in development? (5)
11. Elaborate 'Dominant Paradigm' of Communication with suitable examples (5)
12. What are the 4 elements of diffusion of innovation? (5)
- OR**
- Evaluate the role of RTI in relation to development (5)
