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**BRAINWARE UNIVERSITY**

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Term End Examination 2025-2026**Programme – M.Sc.(MSJ)-2025****Course Name – Development Communication****Course Code - MSJ20405****(Semester II)****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) Define development in the context of development communication.
 - a) Increase in media ownership
 - b) Overall social and economic improvement
 - c) Expansion of technology only
 - d) Growth of population
- (ii) Recognize the relevance of development communication in society.
 - a) Promotes consumerism
 - b) Supports inclusive development
 - c) Encourages elitism
 - d) Focuses on luxury
- (iii) Identify one basic concept of development communication.
 - a) Sensationalism
 - b) Participation
 - c) Competition
 - d) Profit
- (iv) Contrast early and contemporary approaches to development communication.
 - a) Both rely only on technology
 - b) Early approaches were top-down, contemporary ones emphasize participation
 - c) Contemporary approaches avoid community
 - d) Early approaches focused on culture
- (v) Contrast diffusion of innovation and modernization approaches.
 - a) Both reject mass media
 - b) Diffusion stresses adoption of ideas
 - c) Modernization ignores technology
 - d) Diffusion avoids opinion leaders
- (vi) Categorize paradigms in development communication by identifying one participatory model.
 - a) Dominant paradigm
 - b) Modernization paradigm
 - c) Alternative paradigm
 - d) Dependency paradigm
- (vii) Infer the role of opinion leaders in the diffusion of innovation theory.
 - a) They delay adoption
 - b) They accelerate adoption of innovations
 - c) They replace mass media
 - d) They control government policy
- (viii) Devise a communication plan for population awareness by selecting the correct base.

- a) Cultural sensitivity and local participation b) Centralized policy messaging
- c) Commercial media focus d) Entertainment-first strategy
- (ix) Relate IEC and BCC approaches to development outcomes.
 - a) Restrict behaviour b) Encourage informed behaviour change
 - c) Promote consumption d) Reduce awareness
- (x) Employ development support communication to address environmental issues by.
 - a) Ignoring local voices b) Integrating media and participation
 - c) Using propaganda d) Centralized messaging
- (xi) Interpret the role of civil society in advocacy campaigns.
 - a) Market regulation b) Public participation and accountability
 - c) Entertainment production d) Content monetization
- (xii) Practice ethical advocacy by following which principle?
 - a) Manipulation of facts b) Transparency and accountability
 - c) Sensationalism d) Hidden sponsorship
- (xiii) Employ social media in advocacy campaigns to.
 - a) Spread misinformation b) Engage and mobilize audiences
 - c) Replace NGOs d) Avoid accountability
- (xiv) Modify an advocacy strategy to improve impact by.
 - a) Ignoring feedback b) Revising messages based on response
 - c) Increasing spending only d) Avoiding media
- (xv) Practice policy advocacy by selecting the correct activity.
 - a) Celebrity endorsement b) Policy brief submission
 - c) Film screening d) Advertising launch

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Formulate a plan for a grassroots advocacy campaign involving local communities and NGOs. (3)
3. Describe the role of media in Development Communication. (3)
4. Classify the major paradigms in Development Communication. (3)
5. Apply Development Support Communication strategies to address health awareness in rural areas. (3)
6. Analyze the role of Development Communication in addressing social and economic inequalities. (3)

OR

- Differentiate between development and development communication with reference to their objectives. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Define Development and state its key dimensions as understood in Development Communication. (5)
8. Distinguish between the Dependency paradigm and the Alternative paradigm in Development Communication. (5)
9. Design a Development Support Communication strategy for improving health awareness among rural populations. (5)
10. Develop a participatory communication framework for addressing environmental issues at the community level. (5)
11. Relate the role of NGOs with the use of ICT tools in Development Communication. (5)
12. Examine the historical evolution of Development Communication as a discipline. (5)

OR

Categorize the major issues associated with Development Communication and explain their implications. (5)

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