



K19U 0192

Reg. No. : .....

Name : .....

VI Semester B.S.W. Degree (CBCSS – Reg./Supple./Improv.)

Examination, April 2019

(2014 Admission Onwards)

Core Course

6B12BSW : COMMUNICATION FOR DEVELOPMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **any four** questions in **two** or **three** sentences. **Each** question carries **one** mark.

Write short notes on :

1. Interpersonal communication.
2. Magic multiplier.
3. Developing country.
4. Street theatre.
5. Mass communication.
6. FM broadcasting.

(4×1=4)

SECTION – B

Answer **any four** of the following questions in **not** more than **50** words **each**. **Each** question carries **two** marks.

7. What is Pune radio forum ?
8. What is satellite instructional television experiment ?
9. Explain communication cycle.

P.T.O.



- 10. What is health communication ?
- 11. What is information theory of communication ?
- 12. What is GIS ? How can we use it in development ? (4×2=8)

SECTION – C

Answer **any four** of the following questions in **not** more than **200** words **each**. **Each** question carries **three** marks.

- 13. Explain diffusion approach to development communication.
- 14. What is development ?
- 15. Social networking as a mode of communication.
- 16. Explain the relationship between development and communication.
- 17. Discuss the relationship between media and development.
- 18. Explain the need for development of mass media. (4×3=12)

SECTION – D

Answer **two** questions in less than **800** words. **Each** question carries **eight** marks.

- 19. What are the theories of development communication ?
  - 20. Present a detailed note on the merits and demerits of "Television" in the context of development of our society.
  - 21. Explain the function and role of development communication.
  - 22. Discuss various media that can be used in development communication. (2×8=16)
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