



K16P 0490

Reg. No. :

Name :

IV Semester M.C.J. Degree (Reg./Sup.) Examination, June 2016
(2014 Admn.)

MCJ4C 14 : DEVELOPMENT COMMUNICATION

Time : 3 Hours

Max. Marks : 60

Answer question I and **four** others. **All** questions carry **equal** marks.

I. Write short notes on **any four** :

- a) NWICO
- b) Kudumbasree
- c) Under development
- d) Sarvodaya Shramadana Movement
- e) P. Sainath
- f) Jhabua Communication Project
- g) GDP.

II. Discuss how folk media can be used as an effective tool for development communication.

III. Elucidate Lerner's model of development communication.

IV. Critically evaluate Kerala model development.

V. Analyse Adam Smith's theory of development.

VI. Critically analyse dominant paradigm of development.

VII. Discuss the contributions of AIR in the development of rural areas in India.

VIII. Explain development model of Mahatma Gandhi.
