



K17P 1073

Reg. No. :

Name :

Fourth Semester M.C.J. Degree (Reg./Suppl./Imp.) Examination, June 2017
(2014 Admn. Onwards)

MCJ 4C 14 : DEVELOPMENT COMMUNICATION

Time : 3 Hours

Max. Marks : 60

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

- I. Write short notes on **any four** :
 - a) Many Voices One World
 - b) Empowerment
 - c) SITE
 - d) Participatory development
 - e) Saranya Scheme
 - f) Third world
 - g) Hum log.
 - II. Discuss role of mass media in the development of Kerala.
 - III. Elucidate Schramm's model of development communication.
 - IV. Explain sustainable development. Discuss the importance of sustainable development in the 21st century.
 - V. Analyse Rostow's stages of development.
 - VI. 'Community radio is an effective tool for welfare and development activities.' Discuss.
 - VII. Explain various indicators of development.
 - VIII. Critically analyse Malthusian theory of development.
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