

**BMC 4th Semester Exam., 2018****COMMUNICATION AND DEVELOPMENT**

Time : 3 hours

Full Marks : 60

**Instructions :**

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Answer any six of the following as directed :  
2×6=12

- (a) Kinesic communication is verbal form of communication.  
( Write True or False )
- (b) The weakness of development communication is that it enforces Westernization more than Modernization.  
( Write True or False )
- (c) Define diffusion of innovation.

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( Turn Over )

- (d) While the media may not change a voter's decision, it can still influence the voter's support.

( Write True or False )

- (e) What is community radio?
- (f) Minimal effects model measure effect accurately.

( Write True or False )

- (g) In a social system the innovation can't be communicated by the process of diffusion.

( Write True or False )

- (h) What is proxemics?
- (i) Traditional folk media are the most important vehicle of social change.

( Write True or False )

- (j) PSAs are not a form of 'advertisement'.

( Write True or False )

2. Answer any three questions of the following :  
4×3=12

- (a) Write the elements of the psychological variable model.
- (b) What is diffusion of innovation theory?

- (c) Compare modernization theory with dependency theory.
- (d) What are the problems in successful DSC program?
- (e) Discuss in brief the Kheda communication.

Answer any *three* questions of the following :  
12×3=36

3. Discuss the consequences of the dominant paradigm of development.
4. What are the information and communication technologies used for rural development? <https://www.akubihar.com>
5. How are the three processes of planning, implementing and evaluating used in development campaign?
6. Discuss on the conceptual model for development.
7. Discuss the salient features of development support communication model.

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