

**Code : 316403**

**B.M.C. 4th Semester Theory Examination, 2017**

**Communication and Development**

*Time : 3 hours*

*Full Marks : 60*

**Instructions :**

- (i) *The questions are of equal value.*
- (ii) *There are seven questions in this Paper.*
- (iii) *Attempt Five questions in all.*
- (iv) *Question No. 1 and 2 are compulsory.*

1. Answer any six Questions: 2×6=12
- (a) Proximics is what brings together, today.  
(State True or False)
  - (b) Development was believed to be the process which made the first world countries to follow third world countries.  
(State True or False)
  - (c) What is noise in communication?
  - (d) While the media may not change a voter's decision, it can still influence the voter's support.  
(State True or False)
  - (e) Media dependency theory is one of the first theory which regards audience as an active part in communication process.  
(State True or False)
- P.T.O.

- (f) What is right to information movement?
- (g) Traditional folk media are the most important vehicle social change.  
(State True or False)
- (h) What is kinesics ?
- (i) PSAs are not a form of "Advertisement".  
(State True or False)
- (j) Minimal effects model measure effect averagely.  
(State True or False)

2. Answer any three of the following: 4×3=12
- (a) Write the importance of development support communication.
  - (b) Write the characteristics of dependency theory.
  - (c) Discuss the limitation of minimal effects models.
  - (d) Discuss the role of radio in development of communication.
  - (e) Write in brief note on Elawath experiment.

- Answer any three of the following: 12×3=36
- 3. Write the importance of development communication.
  - 4. Write the role of traditional media in rural development.
  - 5. Discuss the consequences of the dominant paradigm of development.
  - 6. Write the process of implementation and evaluation of development campaign?
  - 7. Discuss in detail the right to information movement.

\*\*\*