TU/CODL/MMC/SPR/2017

TEZPUR UNIVERSITY
Semester End Examination (Spring) 2017
MMC 304: Development Communication

Total Marks = 70

Time 3 Hours

Section A is Compulsory and answer any three from Section B

Section A

1. **Explain the following in two sentences each** 2 x 5 =10
   a. Development
   b. Rural development
   c. ICT
   d. Puppetry
   e. Development reporting

2. **Write short notes on any three of the following in about 200 words each.** 7 x 3=21
   a. Approaches to development
   b. Panchayati Raj
   c. ICT for development
   d. Traditional media
   e. Development dichotomies

Section B

13 x 3=39

3. Explain in detail 'diffusion of innovations'
4. Write briefly on the problems and prospects of ICT Projects implementation in North-east
5. Write a brief essay on the role of traditional media in development communication
6. Explain the various strategies in development communication
7. Explain the status and form of development reporting in print, radio and television in India with suitable examples.

******