

SEAT No. _____

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SARDAR PATEL UNIVERSITY FINAL EXAMINATION - DECEMBER 2020

B.A. (ADVANCED) JMC, V SEMESTER (CBCS)

Paper: Development Communication, Subject Code: UA05CEJM23

DATE: 29-12-2020(Tuesday)

TIME: 10 am to 12 pm

TOTAL MARKS: 60

Q1. Answer all the objective questions.

(20 Marks)

1. Diffusion of Innovations Theory is proposed by _____

- A. Wilbur Schramm B. George Gerbner C. Everett Rogers D. Theodore Newcomb

2. Any idea or practice or object perceived as new by an individual is called as _____.

- A. Modernization B. Innovation C. Novelty D. Creativity

3. Expand HDI.

- A. Human Development Indicator C. Human Development Index
B. Happiness and Development Index D. High Development Indicator

4. The term 'growth' implies only an increment to the Gross National Product but will not define the qualitative and structural change in society. A. True B. False

5. Identify one crucial characteristic of Developing nations from the following.

- A. Large portion of labour depends on manufacturing and service sectors.
B. Low growth rate of population
C. High rate of capital formation
D. Wider income inequalities

6. Which paradigm emphasizes the concept of "imitation of Westerns or Westernization is the meaning of development".

- A. The Dominant Paradigm C. Dependency Paradigm
B. Multiplicity Paradigm D. None of the above specified

7. The UNDP provided funds for setting up a TV studio at Ahmedabad and a TV transmitter at _____. A. Anand B. Vadatal C. Pij D. Dakor

8. The philosophy behind 'Development Support Communication' is to formulate and apply communication strategies specifically designed for concrete development program.

- A. True B. False

9. Choose the appropriate explanation for the concept "Underdevelopment".

- A. A condition in which resources are not being fully used.
B. A situation in which the resources are being actively or aggressively used but used in a way that benefits dominant states but not the poorer states in which the resources are found.

10. The SITE experiment played a major role in helping develop India's own satellite system _____

- A. KALPANA B. GSAT C. INSAT D. ATS-6

11. _____ was the first soap opera in India that was made with the concept of Pro-Development. A. Hum Log B. Circus C. Buniyad D. Udaan

12. Identify foremost television producers in the world to utilize pro-social messages into soap operas was _____

- A. BR Chopra B. Kumar Vasudev C. Miguel Sabido D. David Poindexter

13. The (a) _____ project was initiated as a hybrid decentralized broadcast project with the low powered transmitter, while (b) _____ project on the other hand demonstrated the centralized direct broadcast technology with Satellite.

- A. (a) Kheda Communication (b) SITE B. (a) SITE; (b) Kheda Communication

14. _____ is an apex body at the national level that is responsible for promoting and coordinating agricultural education, research, and extension activities in various branches of agriculture and allied sciences.

- A. Indian Council of Agricultural Research (ICAR) C. Union Government
B. The State Agricultural Universities D. Training & Visit System

15. Which development Paradigm explains the relationship between the developed and underdeveloped nations as "CORE exploiting the Periphery".

- A. Dominant Paradigm C. Alternative Paradigm
B. Dependency Paradigm D. Multiplicity Paradigm

16. Folk media represent their people in their natural habitat. A. True B. False

17. The folk art Ojapali, Bon Geet belongs to _____ region.

- A. Assam B. Andhra Pradesh C. Arunachal Pradesh D. Tamil Nadu

18. _____ suggested high priority to heavy industrialization to develop capital good industries at the initial stage and consumer good industries in the later phase.

- A. Mahalanobis B. Vakil and Bramhananda C. Jayprakash Narayan D. M. N. Roy

19. _____ planning suggested intensification of cultivation with compulsory nationalization of lands. A. Mahalanobis B. People's Plan C. Bombay Plan D. Sarvodaya Plan

20. Expand IPDC

- A. Indian Project for the Development of Communication
B. Indian Programme for the Development of Communication
C. International Project for the Development of Communication
D. International Programme for the Development of Communication

Descriptive Questions:

Q2. How community radio helps in democratizing the rural development in India? Discuss with relevant case study. (15 marks)

(OR)

Q2. What do you understand by the concept 'development'. Discuss various dimensions of development in detail. (15 marks)

Q3. Answer any five questions from the following. Each answer should be minimum of 250 words. (5X5 = 25 Marks)

- 3.1. UNDP
3.2. IPDC
3.3. Discuss any three crucial developmental issues in developing / under-developed nations.
3.4. Role of folk media as development media
3.5. Various stages in Innovation adoption process
3.6. Benefits of ICT in Agriculture
3.7. The Dominant Paradigm
3.8. SITE & Kheda Communication Project
3.9. Pro-Development Soap Operas
3.10. Alternative Paradigm