



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours 4th Semester Examination, 2021

**JORACOR09T-JOURNALISM AND MASS COMMUNICATION (CC9)**

**DEVELOPMENT COMMUNICATION**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
- (i) Which one of the following is not a phase of the diffusion process propounded by E M Rogers?  
(A) Trial                      (B) Evaluation                      (C) Awareness                      (D) Cognition
- (ii) Which of the following countries conducted an experimental satellite television project for informational television programs to rural people?  
(A) Maldives                      (B) Indonesia                      (C) Malaysia                      (D) India
- (iii) ICT stands for -  
(A) Indian Communication Technology  
(B) India's Connected Technology  
(C) Information and Communication Technology  
(D) None of the above
- (iv) What is E-Choupal?  
(A) An initiative by Tata to buy wheat from retailers  
(B) An initiative by ITC for tobacco production  
(C) An initiative by ITC to connect with farmers directly via the internet for agricultural products  
(D) An initiative by Infosys to supply internet to farmers
- (v) MDG2 is to  
(A) Promote gender equality and empower women  
(B) Achieve universal primary education  
(C) Combat HIV/ AIDS, malaria and other diseases  
(D) Eradicate extreme poverty and hunger

- (vi) Sustainable development means
- (A) The development that meets the needs of the present without compromising the ability of future generations to meet their own needs
  - (B) To conserve natural resources and to develop alternate sources of power while reducing pollution and harm to the environment
  - (C) It is the practice of developing land and construction projects in a manner that reduces their impact on the environment by allowing them to create energy-efficient models of self-sufficiency
  - (D) All of the above
- (vii) Mazdoor Kisan Shakti Sangathan is best known for its demand for
- (A) The Right to Information Act
  - (B) Universal Immunization Programme
  - (C) National Policy for Women Empowerment
  - (D) None of the above
- (viii) Identify the correct pair -
- (A) Lavani-Bihar
  - (B) Bhavai-Uttar Pradesh
  - (C) Therukoothu-Tamil Nadu
  - (D) Chavittu Natakam-Karnataka

2. Answer any **four** questions from the following: 10×4 = 40

- (a) Give a critical appraisal of the Gandhian Model of Development.
- (b) What is Women empowerment? Discuss government initiatives towards women empowerment.
- (c) Discuss about the role and potentiality of traditional media as a medium of Development Communication.
- (d) Write short notes on any **two** of the following: 5×2 = 10
  - (i) SITE
  - (ii) Kheda Communication Project
  - (iii) Jhabua
- (e) 'The community radio has a special responsibility to improve the social conditions and the quality of cultural life of the community.' Do you think so? Discuss.
- (f) Analyse approaches within an alternative paradigm for social change.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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