

B. Voc. (SEM/CR) CBCS Part III Semester-V Examination: March/April-2023**B. Voc (Media and Entertainment) (Compulsory) Paper-XXV****ME501: Development Communication****Day and Date: Saturday, 13/05/2023****Total Marks: 50****Time: 1.00 PM To 3.00 PM****Instructions:**

1. All Questions are Compulsory.
2. Figures to the right indicate full marks

Q.1. Choose the Correct alternatives from the following.

15

- 1 Development communication refers to the combination of actions by
1) Government 2) Donors 3) Civil Society 4) All of the given options
- 2 _____ is called the magic multiplier?
1) Mass Media 2) Food chain 3) Happiness Index 4) GDP
- 3 Who started the initiative of E-Choupal
1) ITC 2) TATA 3) Reliance 4) None of these
- 4 Digital Democracy is also known as _____
1) E-governance 2) E-democracy 3) E-Choupal 4) None of these
- 5 Changing or maintain people's behaviour
1) Social change 2) Behavioural change 3) Social marketing 4) marketing
- 6 What contains the features of both commercial marketing and social science?
1) Social change 2) Behavioural change 3) Social marketing 4) Social media marketing
- 7 Which state filed a lawsuit against Coca Cola
1) West Bengal 2) Maharashtra 3) Tamil Nadu 4) Kerala
- 8 Under which set of theories and models does Neo Marxism is included?
1) Unilinear 2) Non-Linear 3) Linear 4) Non- Unilinear
- 9 MNREGA stands for?
1) Mahatma National Rural Employment Guarantee Act 2) Mahatma Gandhi National Regular Employment Guarantee Act
3) Mahatma Gandhi National Rural Employment Guarantee Act
4) Mahatma Gandhi Nation-wide Rural Employment Guarantee Act
- 10 Which of the following refer to the organized efforts to use communication process and Media to bring
1) Development Communication 2) Development Support 3) Laswell Formula 4) Community Journalism
- 11 Which of the following states in India has the largest forest cover?
1) Chhattisgarh 2) Madhya Pradesh 3) Maharashtra 4) Odisha

- 12 Satellite communication works through _____
 1) Radar Communication 2) Receptor 3) Transmitter 4) Transponder
- 13 LAN stands for _____
 1) Large Area Network 2) Local Area Network 3) Live Area Network 4) Long Area Network
- 14 National school of Drama was established in the year
 1) 1951 2) 1959 3) 1964 4) 1971
- 15 Which of the following is sufficient to address communication problems?
 1) Media buying 2) Media training 3) Development Communication 4) Propaganda

Q.2. Write short Notes (Two out of Three) . 10

- 1 Cultural Identity
- 2 Development Communication
- 3 Crypto Currency

Q.3. Write short Answers (Two out of Three) . 10

- 1 What is the role of Millennium Development Goals?
- 2 What is group media? Can it be effectively used in educating the marginalised?
- 3 What is the role of communication in sustainable development?

Q.4.. Answer the following question on broad. (One out of two). 15

- 1 Discuss the role of media and ICT in development communication.
- 2 The present system of extension in agriculture in India has been failed', Discuss.

Model Answer Paper
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B. Voc (Media and Entertainment) (Compulsory) Paper-XXV
ME501: Development Communication

Day and Date: Saturday, 13/05/2023
Time: 1.00 PM To 3.00 PM

Total Marks: 50

Q.1. Choose the Correct alternatives from the following

15

1 Development communication refers to the combination of actions by

- 1) Government 2) Donors 3) Civil Society 4) All of the given options

Option 4

2 _____ is called the magic multiplier?

- 1) Mass Media 2) Food chain 3) Happiness Index 4) GDP

Option 1

3 Who started the initiative of E-Choupal

- 1) ITC 2) TATA 3) Reliance 4) None of these

Option 1

4 Digital Democracy is also known as _____

- 1) E-governance 2) E-democracy 3) E-Choupal 4) None of these

Option 2

5 Changing or maintain people's behaviour

- 1) Social change 2) Behavioural change 3) Social marketing 4) marketing

Option 3

6 What contains the features of both commercial marketing and social science?

- 1) Social change 2) Behavioural change 3) Social marketing 4) Social media marketing

Option 3

7 Which state filed a lawsuit against Coca Cola

- 1) West Bengal 2) Maharashtra 3) Tamil Nadu 4) Kerala

Option 4

8 Under which set of theories and models does Neo Marxism is included?

- 1) Unilinear 2) Non-Linear 3) Linear 4) Non- Unilinear

Option 2

9 MNREGA stands for?

- 1) Mahatma National Rural Employment Guarantee Act 2) Mahatma Gandhi National Regular Employment Guarantee Act
3) Mahatma Gandhi National Rural Employment Guarantee Act
4) Mahatma Gandhi Nation-wide Rural Employment Guarantee Act

Option 3

10 Which of the following refer to the organized efforts to use communication process and Media to bring

- 1) Development Communication 2) Development Support 3) Laswell Formula 4) Community Journalism

Option 1

11 Which of the following states in India has the largest forest cover?

- 1) Chhattisgarh 2) Madhya Pradesh 3) Maharashtra 4) Odisha

Option 2

12 Satellite communication works through _____

- 1) Radar Communication 2) Receptor 3) Transmitter 4) Transponder

Option 4

13 LAN stands for _____

- 1) Large Area Network 2) Local Area Network 3) Live Area Network 4) Long Area Network

Option 2

14 National school of Drama was established in the year

- 1) 1951 2) 1959 3) 1964 4) 1971

Option 2

15 Which of the following is sufficient to address communication problems?

- 1) Media buying 2) Media training 3) Development Communication 4) Propaganda

Option 3

Q.2. Write short Notes (Two out of Three) .

10

1 Cultural Identity

Ans:

2 Development Communication

Ans:

3 Crypto Currency

Ans:

4 Crypto Currency

Ans:

Q.3. Write short Answers (Two out of Three) .

10

1 What is the role of Millennium Development Goals?

Ans:

- 2 What is group media? Can it be effectively used in educating the marginalised?

Ans:

- 3 What is the role of communication in sustainable development?

Ans:

- 4 What is the role of communication in sustainable development?

Ans:

Q.4. Answer the following question on broad. (One out of two).

15

- 1 Discuss the role of media and ICT in development communication.

Ans:

- 2 The present system of extension in agriculture in India has been failed', Discuss.

Ans:
