

This question paper contains 2 printed pages]

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S. No. of Question Paper : **6079**

Unique Paper Code : **6292102402**

Name of the Paper : **Development Communication**

Name of the Course : **B.A. (H) Multimedia and Mass
Communication**

Type of the Paper : **DSC**

Semester : **IV**

Duration : **2 Hours**

Maximum Marks : **60**

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt any *four* questions.

All questions carry equal marks i.e. **15** marks each.

1. Discuss the role of communication in driving social change within communities.
2. Examine regional initiatives in India that focus on public health and family welfare.
3. Discuss the implications of the Dependency Paradigm for understanding development and underdevelopment.
4. Analyse the effectiveness of multimedia campaigns in addressing key social issues in modern India.

P.T.O.

5. Critically assess the challenges faced by grassroots movements in India in the context of social change.
6. Write short notes on any *three* of the following :
 - (a) Citizen Journalism
 - (b) MDG (Millennium Development Goals)
 - (c) World Systems Theory
 - (d) Whistle-blowers
 - (e) Community Ratio.