

Seat No: - _____

Enrollment No: - _____

**PARUL UNIVERSITY
FACULTY OF ARTS**

B. Arts Midterm Examination 2022–23

Semester: - III

Date: 29/07/2022

Subject Code: - (15103206)

Time: 02:00 to 04:00 PM

Subject Name: - (Development Communication)

Total Marks: 40

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

		Marks
Q.1	Do As Directed.	06
1	Despite the presence of mutual benefits in development dichotomies, there is always a scope for _____.	
	(A) Unity	(B) Diversity
	(C) Conflict	(D) None of these
2	Nora Quebral gave her definition for the term 'Development Communication' in the year _____.	
	(A) 1975	(B) 1985
	(C) 1995	(D) None of these
3	The definition for the term 'Development Communication' was given by Everett Rogers in the year _____.	
	(A) 1985	(B) 1983
	(C) 1995	(D) None of these
4	For Rosaria Baird, development communication is an element of a _____ process.	
	(A) Management Process	(B) Communication Process
	(C) Continuous Process	(D) None of these
5	Development Communication plays a key role in _____.	
	(A) Individual Development	(B) Social Development
	(C) Both And B	(D) None of these
6	Participation is fundamental to the processes of _____.	
	(A) Development	(B) Communication
	(C) Process	(D) None of these
7	Culture is defined as a combination of customs, norms, _____, and practices followed by a group of people.	
	(A) Traditions	(B) Beliefs
	(C) Both A and B	(D) None of these
8	Civil Rights are defined as the rights of citizens to political, social freedom and _____.	
	(A) Equality	(B) Fraternity
	(C) Liberty	(D) None of these
9	Political Rights are defined as _____ in the establishment or administration of a government.	
	(A) Participation	(B) Insolvency

	(C)	Emergency	(D)	None of these	
10	Development and Communication are _____ concepts.				
	(A)	Continuous	(B)	Evolving	
	(C)	Both A and B	(D)	None of these	
11	Human rights, culture, and development are _____ phenomena.				
	(A)	Continuous	(B)	Interdependent	
	(C)	Separate	(D)	None of these	
12	Modernization has introduced human rights and the conventional western concept of _____.				
	(A)	Modernity	(B)	Development	
	(C)	Both A and B	(D)	None of these	
B. Terms / Short Notes / Case Study / Charts / Graphs/ Tables, etc. (Each of 01 mark)					(04)
1	Define the term 'Development Communication.'				
2	Who is a Development Communicator?				
3	AIR stands for _____.				
4	The full form of DD is _____.				
Q.2	Answer the following.				
1	List out the 4 definitions for the term 'Development Communication.'				(04)
2	Discuss the concepts of i) inclusive growth and ii) social justice with regard to development communication.				(04)
OR					
2	How is the media helping the development of an individual in society?				(04)
Q.3	Answer the following.				
1	Discuss in detail the role of a development communicator.				(05)
2	Give a detailed note on the positive effects of media exposure on an individual.				(05)
OR					
2	Enlist the core areas where development communication is applied in society.				(05)
Q.4	Answer the following.				
1	How does traditional media play a major role in the development communication process?				(06)
2	Discuss the role of media in the development communication process.				(06)
OR					
2	Give a detailed note on the effect of traditional media on information dissemination in society.				(06)

***** All the Best*****

Answer Sheet

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PARUL UNIVERSITY FACULTY OF ARTS

B. Arts Midterm Examination 2022–23

Semester: - III

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Time: 02:00 to 04:00 PM

Subject Name: - (Development Communication)

Total Marks: 40

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		Marks
Q.1	Do As Directed.	06
1	Despite the presence of mutual benefits in development dichotomies, there is always a scope for _____.	
	(A) Unity	(B) Diversity
	(C) Conflict	(D) None of these
2	Nora Quebral gave her definition for the term 'Development Communication' in the year _____.	
	(A) 1975	(B) 1985
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3	The definition for the term 'Development Communication' was given by Everett Rogers in the year _____.	
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4	For Rosaria Baird, development communication is an element of a _____ process.	
	(A) Management Process	(B) Communication Process
	(C) Continuous Process	(D) None of these
5	Development Communication plays a key role in _____.	
	(A) Individual Development	(B) Social Development
	(C) Both And B	(D) None of these
6	Participation is fundamental to the processes of _____.	
	(A) Development	(B) Communication
	(C) Process	(D) None of these
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	(A) Traditions	(B) Beliefs
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8	Civil Rights are defined as the rights of citizens to political, social freedom, and _____.	
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9	Political Rights are defined as ___ in the establishment or administration of a government.	
	(A) Participation	(B) Insolvency
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10	Development and Communication are ___ concepts.	
	(A) Continuous	(B) Evolving
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12	Modernization has introduced human rights and the conventional western concept of ___.	
	(A) Modernity	(B) Development
	(C) Both A and B	(D) None of these
B. Terms / Short Notes / Case Study / Charts / Graphs/ Tables, etc. (Each of 01 mark)		(04)
1	Define the term 'Development Communication.'	
Ans.	The use of communication to promote development.	
2	Who is a Development Communicator?	
Ans.	Those who write or produce programs on issues related to development are called development communicators.	
3	AIR stands for ___.	
Ans.	All India Radio.	
4	The full form of DD is ___.	
Ans.	Door Darshan.	
Q.2	Answer the following.	
1	List out the 4 definitions for the term 'Development Communication.'	(04)
Ans.	Nora Quebral, Everett Rogers, Rosario Baird, Erskine Childers.	
2	Discuss the concepts of i) inclusive growth and ii) social justice concerning development communication.	(04)
Ans.	Inclusive growth, and social justice.	
OR		
2	How is the media helping the development of an individual in society?	(04)
Ans.	Subjective.	
Q.3	Answer the following.	
1	Discuss in detail the role of a development communicator.	(05)
Ans.	Role of a development communicator.	
2	Give a detailed note on the positive effects of media exposure on an individual.	(05)
Ans.	Subjective.	
OR		
2	Enlist the core areas where development communication is applied in society.	(05)
Ans.	Core areas of development.	
Q.4	Answer the following.	
1	How does traditional media play a major role in the development communication process?	(06)
Ans.	Subjective.	
2	Discuss the role of media in the development communication process.	(06)
Ans.	Subjective.	
OR		
2	Give a detailed note on the effect of traditional media on information dissemination in society.	(06)
Ans.	Subjective.	