

PARUL UNIVERSITY
FACULTY OF ARTS
B.A, Summer 2017 – 18 Examination

Semester: 4
Subject Code: 15103251
Subject Name: Development Communication

Date: 08/05/2018
Time: 10:30am to 1:00pm
Total Marks: 60

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.

Q.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1. Which of these is not one of the 5Ms of development and money generation?
 - a. MNC
 - b. Mind
 - c. Machine
 - d. Method
2. The concept of development evolved since _____.
 - a. Independence
 - b. World War I
 - c. World War II
 - d. Nuke deal
3. The founder of HDI is _____.
 - a. Mahbub Ul Haq
 - b. Jawaharlal Nehru
 - c. Christine Lagarde
 - d. Chandrika Kaul
4. PQLI stands for _____.
 - a. Peaceful Quality of Living Index
 - b. Physical Quality of Life Index
 - c. Permanent Quality of Life Index
 - d. None of the above
5. MNC is an abbreviation for _____.
 - a. Media Neutral Company
 - b. Multi National Company
 - c. Media National Corporation
 - d. Multi National Corporation
6. The first multinational company to come to India was _____.
 - a. East India Company
 - b. TATA
 - c. Lakme
 - d. Hindustan Unilever
7. GNP stands for _____.
 - a. General National Product
 - b. Generic Net Product
 - c. Gross National Product
 - d. Gross Net Product
8. GDP is an _____ indicator.
 - a. diseconomy
 - b. physical
 - c. social
 - d. economic
9. Human Development Reports are presented by _____.
 - a. UNICEF
 - b. UNESCO
 - c. WHO
 - d. UNDP
10. The Indian working population is highly dependent on _____.
 - a. Industries
 - b. Agriculture
 - c. Services
 - d. None of the above
11. High dependence on primary sector and low output gives rise to _____.
 - a. Unemployment
 - b. Underemployment
 - c. Disguised employment
 - d. Employment
12. BPL stands for _____.
 - a. Behind poverty line
 - b. Below Poverty Line
 - c. Besides poverty line
 - d. None of the above
13. For development of uneducated, poor population, which media should be harnessed?
 - a. Television
 - b. Print Media
 - c. New age media
 - d. Traditional media
14. Which of these is a variable for HDI?
 - a. population
 - b. per capita income
 - c. GNP
 - d. Job

15. To bring about faster development, which stream should be focused?

- a. Education
- b. Law
- c. Media
- d. Services

16. Which of these is not a variable of PQLI?

- a. Literacy
- b. Infant mortality
- c. life expectancy
- d. GDP

B. Terms/ Short notes/ Short answers. (Each of 01 mark)

(07)

1. List down the 5 Ms of development.
2. What is development?
3. Name any two social indicators.
4. HDI is an abbreviation for?
5. Primary sector represents which sector in India?
6. List down the variables of HDI.
7. List down the variables of PQLI.

Q.2 Answer the following.

A. Write a note on poverty as a key concept in development.

(04)

B. Discuss human rights as an indicator of development.

(04)

C. What do you understand by high independence on primary sector in India?

(04)

OR

C. Family planning is pre-requisite to family welfare, how?

(04)

Q.3 Answer the following.

A. Discuss the criticisms of MNCs.

(05)

B. Write a short note on PQLI.

(05)

C. Women and child development is crucial for a society. Elaborate.

(05)

OR

C. Write a note on Media and women and child development for overall development.

(05)

Q.4 Essay type Questions.

A. Write a detailed note on foreign aid.

(06)

B. How is democracy an indicator of developing nation?

(06)

C. Write a detailed note on characteristics of developing countries.

(06)

OR

C. Discuss developmental issues at length.

(06)