

PARUL UNIVERSITY
FACULTY OF ARTS
B.A Summer 2018 – 19 Examination

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

Date: 10/04/2019
Time: 2:00 pm to 4:30 pm
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. Human Development Index counts out of
 - i) life expectancy at birth
 - ii) knowledge
 - iii) GNI per capita
 - (a) Only i
 - (b) i and iii
 - (c) ii and iii
 - (d) i, ii and iii
2. Sex ratio in India is used to describe the number of females
 - (a) Per 100 males
 - (b) Per 1000 of males
 - (c) Per 10000 males
 - (d) Per male
3. Which of these is not one of the 5Ms of development and money generation_____?
 - (a) Mission
 - (b) MNC
 - (c) Machine
 - (d) Meaning
4. What is the full form of GNP_____?
 - (a) Growth National Product
 - (b) Gross National Product
 - (c) Gross Nation Product
 - (d) Growth National Power
5. Who has defined MNC_____?
 - (a) JLO
 - (b) TJK
 - (c) ILO
 - (d) MNL
6. The first multinational company to come to India_____.
 - (a) East India Company
 - (b) LG
 - (c) L&T
 - (d) Whirlpool
7. ODA sands for_____.
 - (a) Office Division Assistance
 - (b) Other Divisions Aid
 - (c) Official Development Assistance
 - (d) Office Department Aid
8. Which disease has been eradicated worldwide
 - (a) Chicken pox
 - (b) Syphilis
 - (c) Measles
 - (d) Small pox
9. Organized development communication in India began with
 - (a) Rural radio broadcasts
 - (b) Television
 - (c) Industrialization
 - (d) Newspapers
10. Community radio provided a platform for

- (a) Villagers to have chats
- (b) Villagers for political discussions
- (c) Villagers for entertainment
- (d) Villagers to publicize local issues

11. In the common characteristics of developing economies, which one of following is odd

- (a) Low per capita real income.
- (b) Highly industrialized
- (c) High population growth rate/size.
- (d) Dependence on primary sector.

12. Which disease has been eliminated from India

- (a) Kala azar
- (b) Polio
- (c) Minamata
- (d) Malaria

13. In India 72 percent infants and 50 percent married women have

- (a) Anemia
- (b) Vitamin deficiency
- (c) Flourosis
- (d) Overweight

14. WHO is

- (a) World Hope Office
- (b) World Health Office
- (c) World Health Organisation
- (d) Wide Health Organisiom

15. Human development Index was founded by

- (a) Amartya Sen
- (b) Amartya Sen and Francis Fukuyama
- (c) Francis Fukuyama and Mahboob UI HAQ
- (d) Amartya Sen and Mahboob UI HAQ

16. Institution providing loans to countries of the world for capital projects is:

- (a) World Bank
- (b) International Monetary Fund
- (c) United Nations Development Programme
- (d) International Finance Corporation

B. Answer in short. (Each of 01 mark)

(07)

1. Define Poverty.
2. What do you mean by development communication?
3. Define development.
4. What is IHDI?
5. What is PQLI?
6. Define Globalisation.
7. What does GDP denote?

Q.2 Answer the following.

- A. Write a short note on foreign aid. **(04)**
- B. Write a note on Migration. **(04)**
- C. Write a report on the social changes brought about in your village/society/colony after the introduction of cable and satellite television. If there have been no changes, explain why. **(04)**

OR

- C. How do you think various media helped you in personal growth? Which media is most beneficial and why? **(04)**

Q.3 Answer the following.

- A. Discuss in detail the multi-national corporations with specific focus on MNCs in India. **(05)**
- B. Draw up a list of communication devices you use on a daily basis. What do you predominantly use them for: entertainment, information or education? Give their disadvantages, as well, if any? **(05)**
- C. Explain how the different media helped in Women empowerment, with emphasis on New Media. What are the challenges ahead? **(05)**

OR

- C. How can mass media contribute to social change? **(05)**

Q.4 Answer the following.

- A. Design a development communication strategy to target the uneducated population and aware them about swine flu epidemic. **(06)**
- B. How is media involved in the process of development? Highlight the role of print media in it. **(06)**

C. Explain the contribution of Mass Media in Family Planning and public health. What can be the Barriers to use of mass media for national development? **(06)**

OR

C. Discuss the major social and economic indicators of development in detail. **(06)**