

Seat No: _____

Enrolment No: _____

PARUL UNIVERSITY
FACULTY OF ARTS
B.Arts Winter, Examination 2018- 2019

Semester: 4

Date: 17 /12/2018

Subject Code: 15103251

Time: 02:00pm to 04:30: pm

Subject Name: Development Communication

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. The concept of 'development' evolved since _____.
(a) World War II (c) Independence
(b) Partition (d) World War I
 2. HDI stands for _____.
(a) Human Development Index (c) Human Development Interest
(b) Humanities Development Interest (d) Human Department Index
 3. Name the Pakistani economist who founded HDI _____.
(a) Warren Hastings (c) ChandrikaKaul
(b) Mahbub Ul Haq (d) William Carey
 4. GNP stands for _____.
(a) Gross National Package (c) Gross Domestic Product
(b) Gross National Product (d) Growth National Product
 5. What does TNC stands for _____.
(a) International corporation (c) Transnational Corporation
(b) Trained National Corporation (d) Transitional Corporation
 6. Which of these is not a multinational corporation/company?
(a) British Petroleum (c) Vodafone
(b) Fiat (d) Lakme
 7. UNICEF stands for _____.
(a) United Nations Children's Fund (c) United Nations Central Fund
(b) United Nations Core Function (d) United Nations Core Foundation
 8. IMF is abbreviation of _____.
(a) International Money Foundation (c) International Monetary Fund
(b) Indian Monetary Fund (d) International Money Fund
 9. _____ is not a variable/indicator of HDI.
(a) Life Expectancy (c) Education Index
(b) GNI per capita (d) GNP
 10. Human Development Reports are presented by _____.
(a) UNDP (b) UNICEF
(b) WHO (d) UNESCO
 11. PQLI stands for _____.
(a) Psychological Quality of Life Index (c) Punctured Quality of Life Index
(b) Physical Quality of Life Index (d) Personal Quality of Life Index
 12. _____ is not an indicator for PQLI index.
(a) Life expectancy (C) GDP
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- (b) Infant mortality (d) Literacy
13. Which of these is not one of the 5Ms of development and money generation _____?

- (a) Man (c) Matter
(b) Method (d) Mind

14. The first multinational company to come to India was _____.

- (a) Lakme (c) L&T
(b) Fiat (d) East India Company

15. The majority of the MNC in India account for _____ of the top 20 firms in India.

- (a) 45 (c) 66
(b) 37 (d) 55

16. Who has defined MNC _____?

- (a) JLO (c) TJK
(b) ILO (d) MNL

B. Terms/ Short Questions/ Definition /etc. (Each of 01 mark) (07)

- 1 List down the 5Ms of Development.
- 2 Define Development.
3. Name the two economic indicators of development.
4. List the two social indicators of development.
5. List the key concepts of development.
6. What does ODA stand for ?
7. What does ILO stands for ?

Q.2 Answer the following.

- A. List a few benefits of Multinational Corporations. (04)
B. Write down the criticisms of multinational corporations. (04)
C. Write a note on Migration. (04)

OR

- C. Write a note physical quality of life index. (04)

Q.3 Answer the following.

- A. Discuss Globalisation as a key concept of development. (05)
B. Write a short note on Human Development Index. (05)

C. Design a development communication strategy to target the uneducated population and aware them about the disadvantages of child marriage. (05)

OR

- C. Discuss communication as an indicator of development. (05)

Q.4 Answer the following.

- A. Write a note on criticism of Foreign aid. (06)
B. How are Human Rights an indicator of development? (06)

C. List down few Millennium Development Goals. (06)

OR

- C. Social Index such as HDI and PQLI ensure that a country does not solely aim at rise in GDP. Elaborate. (06)