

PARUL UNIVERSITY
FACULTY OF ARTS
B.Arts Winter 2019 – 20 Examination

Semester: 4

Date: 06/12/2019

Subject Code: 15103251

Time: 2.00 pm to 4.30 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. GNP stands for _____.
 (a) Gross National Package (c) Gross National Product
 (b) Gross Domestic Product (d) Growth National Product
2. Which of the following is not a multinational corporation/company?
 (a) Lakme (c) Vodafone
 (b) Fiat (d) British Petroleum
3. UNICEF stands for _____.
 (a) United Nations Core Function (c) United Nations Central Fund
 (b) United Nations Children's Fund (d) United Nations Core Foundation
4. is not an indicator of HDI.
 (a) GNP (c) Education Index
 (b) GNI per capita (d) Life Expectancy
5. Human Development Reports are presented by
 (a) UNICEF (c) UNDP
 (b) WHO (d) UNESCO
6. The concept of 'development' evolved since
 (a) World War II (c) Independence
 (b) Partition (d) World War I
7. is not one of the 5Ms of development and money generation.
 (a) Man (c) Method
 (b) Matter (d) Mind
8. Which of the below is not an indicator for PQLI index?
 (a) Life expectancy (c) Infant mortality
 (b) GDP (d) Literacy
9. Which was the company Britishers established in India?
 (a) Lakme (c) L&T
 (b) Fiat (d) East India Company
10. What does HDI mean?
 (a) Human Department Index (c) Human Development Interest
 (b) Humanities Development Interest (d) Human Development Index
11. IMF is abbreviation of
 (a) International Money Foundation (c) International Monetary Fund
 (b) Indian Monetary Fund (d) International Money Fund
12. Movement of people from their home to another city, state or country for a job, shelter or some other reasons is called
 (a) Immigration (c) Shifting
 (b) Migration (d) Settling
13. Exchange of thoughts, ideas and words is called
 (a) Communication (c) Chatting
 (b) Entertainment (d) Informing
14. PQLI stands for
 (a) Psychological Quality of Life Index (c) Punctured Quality of Life Index
 (b) Personal Quality of Life Index (d) Physical Quality of Life Index

15. What does TNC stand for

- (a) Transnational Corporation (c) International corporation
(b) Trained National Corporation (d) Transitional Corporation

16. is the economist who found HDI.

- (a) Warren Hastings (c) Chandrika Kaul
(b) William Carey (d) Mahbub Ul Haq

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

(07)

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

Q.2 Answer the following.

- A. Write a note on physical quality of life index. **(04)**
B. Write a note on Migration. **(04)**
C. Mention a few criticisms for multinational corporations. **(04)**

OR

- C. Enlist a few benefits of Multinational Corporations. **(04)**

Q.3 Answer the following.

- A. List down few Millennium Development Goals. **(05)**
B. Discuss Globalisation as a key concept of development. **(05)**
C. Write a short note on Human Development Index. **(05)**

OR

- C. Write a note on criticism of Foreign aid. **(05)**

Q.4 Answer the following.

- A. Design a development communication strategy to target the uneducated population and aware them about the disadvantages of child marriage. **(06)**
B. Discuss communication as an indicator of development. **(06)**
C. Social Index such as HDI and PQLI ensure that a country does not solely aim at rise in GDP. **(06)**
Elaborate.

OR

- C. How are Human Rights an indicator of development? **(06)**