

**MMC 3<sup>rd</sup> Semester Examination 2013**

**Paper - IX**

(Development Communication & International Communication)

Time : 3 Hrs.

Full Marks : 80

1. Answer any five questions from the following  
(each within 50 words) 2×5 = 10
  - (a) Define 'Dev-com'.
  - (b) 'Information is power'. Discuss.
  - (c) Define 'Edutainment' and 'Infotainment'.
  - (d) What is diffusion of innovation?
  - (e) Name two proponents of modernization and in which year this theory was evolved?
  - (f) What is capital intensive technology?
  - (g) The dominant paradigm was one way which was top down vertical communication. Discuss.
  
2. Answer any three questions from the following  
(each within 100-150 words) 4×3 = 12
  - (a) What is alternative paradigm?
  - (b) What are IECM strategies?

(c) What do you mean by negative communication strategies?

(d) Discuss briefly on social marketing.

3. Write any three short notes from the following

(each within 200-250 words)

6×3 = 18

(a) Democratic decentralization

(b) Narrowcasting

(c) Communication - a tool of equality

(d) NAM

(e) Humanitarian Reporting

4. Answer any four questions from the following

(limit your answer within 300-400 words)

10×4 = 40

(a) Briefly elaborate the relevance of Dev-com in India with special reference to Assam.

(b) Write an essay on Panchayati Raj system in Assam.

(c) What do you mean by Agricultural Communication? Elaborate.

(d) Why science communication is very much significant for rural development?

(e) Do you agree that community radio is an influential medium for rural reconstruction?

(f) What is development support communication? Briefly elaborate.

(g) Briefly discuss the various schemes of the Union Government for the development of rural areas.

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