



**M 15690**

Reg. No. : .....

Name : .....

**Third Sem. M.C.J. Degree Examination, December 2008**  
**CJ 301 : DEVELOPMENT COMMUNICATION**

Time : 3 Hours

Max. Marks : 80

*Instructions : 1) Answer question No. 1 and four others.  
2) All questions carry equal marks.*

- I. Write short notes on **any four** of the following :
  - 1) Opinion leaders
  - 2) Gram Swaraj
  - 3) Modernization
  - 4) Social change
  - 5) Kerala model
  - 6) Learner.
- II. Define development and discuss any two development indicators in detail.
- III. Do you think Gandhian model of development is still relevant ? Discuss.
- IV. What role communication would play in the development process ? Discuss with examples.
- V. What factors affect the communication policies of a developing nation ? Explain.
- VI. Elaborate how folk media still be effectively used for development communication. What are their advantages in a country like India ?
- VII. Discuss the role of communication in improving rural India.
- VIII. In the backdrop of Kerala's "Peoples Planning" and Andhra Pradesh's "Janmabhoomi", prepare a more effective development for the whole country.