



M 22765

Reg. No. :

Name :

**Third Semester M.C.J. Degree (Reg./Sup.) Examination, December 2012
(2008 and Earlier Admn.)
CJ 301 : DEVELOPMENT COMMUNICATION**

Time : 3 Hours

Max. Marks : 80

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

- I. Write short notes on **any four** of the following : **(4×4=16)**
- 1) IRDP
 - 2) Mobile personality
 - 3) Kheda Communication Project
 - 4) Rajendra Pachauri
 - 5) Indicators of development
 - 6) NREGA.
- II. Discuss the role of media in development. **16**
- III. Discuss the communication policy and its effectiveness in the Indian context. **16**
- IV. Examine the different models of development communication. Which do you think is most suitable for India's development programme ? **16**
- V. Explain the use of ICTs in development. **16**
- VI. Assess the effectiveness of any Indian folk media for rural development. **16**
- VII. Examine the Kerala model of development and discuss its level of success in the process of development initiatives. **16**
- VIII. Sustainable development is inevitably linked to the environment. Discuss. **16**
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