

Reg. No. : .....

Name : .....

**Third Semester M.C.J. Degree Examination, January 2007**  
**CJ 301 : DEVELOPMENT COMMUNICATION**

Time: 3 Hours

Max. Marks: 80

*Instructions: Answer question I and four others. All questions carry equal marks.*

- I. Write short notes on **any four** of the following:
    - 1) Trickle-down concept in development
    - 2) Community broadcasting
    - 3) Population communication
    - 4) 'Farm and home' programme
    - 5) SITE
    - 6) Adult-education campaigns.
  - II. Do television channels in our country have the potential to spread development messages ? Discuss.
  - III. Discuss the concepts of development in the context of globalisation.
  - IV. Discuss the various aspects of Kerala model of development.
  - V. Critically assess the strength and weakness of folk media in spreading development messages in India.
  - VI. Discuss the Malthusian theory of development.
  - VII. Narrate the 'five stages of economic growth' approach put forward by Rostow.
  - VIII. Define the concept of sustainable development.
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