DECEMBER 2023 **P/ID 36815/PJO3R**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Development Communication
2. Participatory Approaches
3. Alternative development
4. Knowledge Gap Hypothesis
5. International Development Communication
6. Social Change
7. Positive Deviance
8. Information Society
9. Information Evaluation
10. Good Governance
11. Online Citizen Services
12. Extension Communication

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What is the difference between the modernization paradigm and alternative development paradigms?

14. What is the Diffusion of Innovation Approach to Development?

15. How can social media be used by social movements to spread awareness and mobilize support?

16. What is the difference between philanthropy and effective altruism?

17. Explain the concept of Information Inequalities.

18. What is the Development Informatics Approach?

19. Describe the concept of Mobile for Development (M4D) and its applications in agriculture and fisheries.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Provide a Historical and Conceptual Overview of Development Communication.

21. Evaluate the role of Mass Media in Development and the significance of Community Radio Initiatives.

22. Describe the Micro finance and Self-help Group (SHG) Model, and their impact on empowerment and social change.

23. Evaluate the emerging forms of inequalities in the information society, considering factors such as access, literacy and participation.

24. Analyze the role of ICT in development (ICT4D) and provide case studies.

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