DECEMBER 2024 **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. Modernization Paradigm
2. Development Support Communication
3. Diffusion of Innovation
4. IPDC-UNESCO
5. Microfinance
6. Social Movement
7. Self-Help Group (SHG) Model
8. Digital Divides
9. Information Constraints
10. Self-Governance
11. Mobile Advisories
12. M4D.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What are the Basic Concepts of Development Communication?

14. Explain the different types of research used in development communication.

15. What are the key capacities needed for Change Agents?

16. What are the approaches to Communication for Social Change?

17. Explain the concept of ICT4D and its role in development efforts.

18. Explain the concept of e-Governance and its potential benefits.

19. What are Traditional Extension Models?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Evaluate the importance of Participatory Approaches in Development Communication.

21. Analyze the importance of Environmental Communication and Sustainable Strategies for Development.

22. Explore the social capital approach and its relevance in building resilient communities and promoting social cohesion.

23. Describe the strategies for bridging Emergent Divides in the context of the Information Society.

24. Describe the concept of Extension Communication and its significance in the digital ecosystem.

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