MAY 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. Value-added communication
2. Dependency paradigm
3. International Development Communication
4. Summative Research
5. Sustainable Development
6. Social Capital
7. Poor Economics
8. Digital Dividends
9. Information Inequalities
10. Panchayati Raj Institutions
11. eGovernance
12. Mobile for Development (M4D)

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What are Participatory Approaches?

14. What is the Historical Overview of Development Communication?

15. How can mass media be used as a tool for development communication?

16. What is a social movement and how does communication play a role in its success?

17. What are the strategies for bridging Emergent Divides?

18. What is the concept of Good Governance?

19. What are the differences between traditional and cyber-extension models?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Describe the concept of Development Support Communication and its applications.

21. Explain the different types of research in Development Communication:

22. Discuss the role of evidence-based policy making in addressing poverty and inequality.

23. Explain the concept of ICT4D (Information and Communication Technology for Development).

24. Evaluate the issues and challenges in the implementation of eGovernance initiatives.

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