

**Avinashilingam Institute for Home Science and Higher Education for Women
[Deemed to be University] Coimbatore-641 043**

Bachelor's Degree Examination – November 2018

III Semester

Class : II UG

Major : Rural Development & Sociology

Time: 3 hours

Max. Marks: 100

15BRDC06/14BRDC06 Communication for Rural Development

Part-A

10 x 1=10

Choose the correct answer

1. Which of these is not an element of communication?
a. Message b. Encoding c. Decoding d. Signal
2. In which year was the first major model of communication developed?
a. 1950 b. 1948 c. 1930 d. 1945
3. Who invented cellular phone?
a. JL Baird b. Marconi c. Graham bell d. Martin Cooper
4. What significant contribution has Shiva Ayyadurai made to the communication system?
a. Google b. E-mail c. Fax d. Photocopy
5. Which of these is a type of radio system?
a. Trunked radio system b. Conventional radio system
c. Both a and b d. None of the above
6. From which year did Akashvani come into existence?
a. 1957 b. 1958 c. 1959 d. 1960
7. Expand DSLR.
a. Digital Single Lens Reflex b. Dual System Lens Reflex
c. Digital System Lens Reflex d. Digital System Lens Reflection
8. Which of these is not a post-production process?
a. Editing b. Animation c. Casting d. Airing
9. ICT falls under which union ministry?
a. Ministry of Human Resource Development b. Ministry of Communications
c. Ministry of Information and Broadcasting d. Ministry of Rural Development
10. In which state was the first village knowledge centre launched?
a. Tamil Nadu b. Kerala c. Gujarat d. Karnataka

Part – B

5x6=30

Answer the following

Answer should not exceed 400 words or two pages

11. a. What is communication? State its importance.
(or)
11. b. Explain developmental communication.
12. a. Write short notes on computers.
(or)
12. b. Discuss the functions of electronic media.
13. a. Elucidate the functioning of internet radio.
(or)
13. b. Write short notes on news management.
14. a. Explain the operation of video camera.
(or)
14. b. Emphasize on the need for a good script.
15. a. What is cyber extension?
(or)
15. b. Review your experience regarding the visit to Village Knowledge Centre.

Part – C

5x12=60

Answer the following

Answer should not exceed 800 words or four pages

16. a. Discuss in detail the elements and models of communication.
(or)
16. b. Explain in detail the barriers to effective communication. What are the means to overcome them?
17. a. Distinguish traditional media from digital media. What are the various forms of traditional media?
(or)
17. b. Comment on the latest trends in electronic media.
18. a. How different is commercial broadcasting from public broadcasting?
(or)
18. b. Explain the techniques in news production and management.
19. a. What are the different types of video camera? Discuss on support system and camera care.
(or)
19. b. Discuss in detail the stages of post-production.
20. a. Exemplify the significance of Rural Development Portals.
(or)
20. b. Review the projects of ICT.