

Avinashilingam Institute for Home Science and Higher Education for Women
Department of Home Science Extension Education
Coimbatore – 641043

Continuous Internal Assessment Test- I August 2025
23BRDC03-Communication for Rural Development

Major: RD/Sociology

Max Mark : 60

Class : II UG

Time : 2 hrs

Course Outcomes:

- Co1. Knowledge on concept of communication process
- Co2. Knowledge about media and rural development
- Co3. Understand the skills in development communication
- Co4. Understand mass media
- Co5. To know about media planning and advocacy

PART –A

6 x 1 =6

Circle the correct answer

1. Communication is CO1K2
 - a. Sharing of ideas and thoughts
 - b. Sharing of money
 - c. Sharing of business
 - d. Sharing of property
2. Sender is CO1K2
 - a. Audience
 - b. Communicator
 - c. Channel
 - d. Receiver
3. Message is CO1K1
 - a. Interview package
 - b. Information package
 - c. Receiver Package
 - d. Channel package
4. Rural Development means CO1K2
 - a. Improvement of rural people
 - b. Improvement of urban people
 - c. Improvement of semi urban people
 - d. Improvement of semi rural people
5. Media is a tool to CO2K2
 - a. Delivery information
 - b. Store information
 - c. Collects information
 - d. Select information
6. Street play is CO2K3
 - a. Individual contact method
 - b. Group contact method
 - c. Mass contact method
 - d. Individual and group contact method

PART – B

3 x 6 = 18

Answer all questions and not exceed 400 words

7. a. Discuss the details of barriers in communication CO1K2
(or)
- 7.b. Illustrate the details of leagan's Model of Communication CO1K4
- 8.a. What is flash card? How the flash card is influence among children CO2K2
(or)
8. b. What are the positive and negative effect of poster? CO2K1
9. a. Demonstrations are always effective to farmers – justify CO3K5
(or)
9. b. Distinguish between method demonstration and result demonstration CO3K5

PART - C

Answer all questions not exceeding 800 words

3x12 = 36

10. a. Discuss the importance and functions of communication in the present context CO1K2
(or)
10. b. Explain the elements of communication CO1K1
11. a. Describe the role of media in rural development CO2K2
(or)
11. b. Analyze the priorities of media in rural development CO2K3
12. a. Illustrate about preparation of posters CO3K3
(or)
- 12 b. Street play is effective method of communication -justify CO3K5