



Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination – June / July 2021

II Semester

Class : I PG
Major : Extension and Communication

Time : 3 Hours
Max. Marks: 100

20MEXC09 Development Communication

Part A

10 x 1 = 10

Choose the Correct Answer

- According to Everett M Rogers _____ is an engine of change from the traditional to the modern society. K1
 - Development Journalism
 - Public Service Broadcasting
 - Development Communication
 - Development Support Communication
- The term Development communication was coined by _____. K1
 - David Marshal
 - Nora C. Quebral
 - Dr. Beire
 - Alfonse Gumucio
- The motive to which an ad is directed, designed to stir a person towards goal the advertiser has set is known as _____. K2
 - Appeal
 - Need
 - Demand
 - Desire
- _____ is the number of people or households who are expected to a medium. K2
 - Market
 - Audience
 - Target
 - Agency
- In controllable interaction user can change the attributes of the _____. K3
 - Audio's
 - Videos
 - Widgets
 - Images
- _____ is the best medium of advertisement. K3
 - Television
 - Newspaper
 - Magazines
 - Radio
- Mass media place a critical role in forming and reflecting _____. K4
 - Public opinion
 - Societies image
 - Self-image
 - Journalistic idea
- Sender and receiver should be available in the process of communication through _____. K4
 - Medium
 - Channel
 - Middle Management
 - Board
- Local press comes under _____ category K5
 - Group media tool
 - Traditional media tool
 - Mass media
 - Interpersonal communication tool
- _____ remains the most widely available and affordable mass media for disadvantaged groups – K5
 - Multimedia
 - Radio
 - Slide tape
 - Tele text

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

- 11.a. Enumerate the characteristics of Development Communication. k1
(or)
- 11.b. List out the goals of development communication. k1
- 12.a. Describe the roles of advertisements. k2
(or)
- 12.b. Show the importance of advertising. k2
- 13.a. Discover the properties of graphics. k3
(or)
- 13.b. Explain your knowledge on pixels. k3
- 14.a. Infer the elements of advocacy strategy. k4
(or)
- 14.b. Examine the need for planning advocacy campaigns. k4
- 15.a. Discover the need for technical writing in media. k5
(or)
- 15.b. List out the features of ethics in media. k5

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

- 16.a. Summarize the philosophy of communication development. k1
(or)
- 16.b. Differentiate between community for development and development Communication. k2
- 17.a. Discover the various types of advertisements. k3
(or)
- 17.b. Analyse any one advertisement based on social issues. k4
- 18.a. Classify the models and modes of colours theory. k4
(or)
- 18.b. Demonstrate the various software's in Industry. k3
- 19.a. Determine the tools and techniques of advocacy. k3
(or)
- 19.b. Point out the relationship between advocacy, social mobilization and programme communication. k4
- 20.a. Express your views on online journalism for development. k5
(or)
- 20.b. Sketch out the model agenda for publication and broadcasting. k3
