**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2017**

**MMC 304: DEVELOPMENT COMMUNICATION**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks*

*for the individual question.*

*----------------------------------------------------------------------------------------***Section A** is compulsory and answer **any five** questions from **section B**

**Section A**

1. Explain the following *(In not more than two sentences)* **2x5=10**
2. Development Communication
3. Information and Communication Technology
4. Dominant Paradigm
5. Traditional Media
6. Development and Underdevelopment
7. Write short notes on any four (within 200 words): **5x4=20**
8. Diffusion of Innovation
9. Agricultural Communication
10. ICT for Development
11. Strategies in Development Communication
12. Characteristics of Developing Societies

**P.T.O**

**Section B**

1. How radio can be used as an effective tool for development communication? Explain. **8**
2. Discuss about different forms of traditional media with specific reference to Assam. **8**
3. The three tier system of Panchayati Raj in India has helped in ensuring participatory development in India. Justify. **8**
4. Mass media and traditional media should complement and supplement each other in facilitating development through awareness, interest, evaluation, trial and action (AIETA) model.  **8**
5. Write a brief essay on the recent trends of development reporting in north-east India. **8**
6. Prepare a report on the dilapidated road conditions of your village and requirement of a bridge to connect your place to the mainland.  **8**

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