**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2019**

**MMC 304: DEVELOPMENT COMMUNICATION**

**(*For Learners Enrolled Before Autumn 2018*)**

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

*The figures in the right-hand margin indicate marks for the individual question.*

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1. Answer the following very briefly (within 50 words each):

1. What is social marketing? 1
2. Define the terms- 3

1. Participation by consultation
2. Sustainable development
3. Development Journalism
4. State the eight Millennium Development Goals that were

adopted in the Millennium Summit in September 2000. 1

2. Answer the following (within 200 words each): 5x3=15

1. Write a brief note on the significance of modernization approach to development.
2. How does entertainment-education serve as behaviour change strategy through dissemination of information through the media?
3. Explain the role of media in advocating change and transformation in the environment.

3. Answer **any five** of the following (within 500 words each):

10x5=50

1. Give a brief historical background of the evolution of development Communication.
2. What are the elements of conflict resolution that good journalism can deliver in its day today work.
3. Give an account of the two approaches to participatory communication.

**P.T.O.**

1. How does Everett M. Rogers conceptualize the theory of diffusion of innovation?
2. What is the role of media in advocating change and transformation in the environment?
3. Explain social marketing approach with examples of social marketing experience in India.

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