



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Sc. DEGREE EXAMINATION – VISUAL COMM.**

**FIFTH SEMESTER – APRIL 2013**

**VC 5518/VC 5510/VC 5500 - DEVELOPMENT COMMUNICATION**

Date: 08/05/2013  
Time: 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**PART – A**

**Give brief answers to ALL the following questions in 50 words each:**

**(10x2=20)**

1. Social change
2. Development
3. Campaign
4. Empowerment
5. Target audience
6. Social marketing
7. Globalization
8. Opinion leaders
9. Participatory communication
10. Knowledge gap

**PART – B**

**Answer any FIVE of the following questions in 200 words each:**

**(5x8=40)**

11. Explain diffusion of innovation.
12. How can community radio help in development?
13. Explain the goals of development communication
14. Why is decentralization necessary for development?
15. Comment on the role of non government organizations in nation – building.
16. How is social advertising relevant to the development process?
17. Explain dominant paradigm.

**PART – C**

**Answer any TWO of the following questions in 500 words each:**

**(2x20=40)**

18. Discuss the power of media vis-à-vis development.
19. Critically analyze the role of women in development.
20. Elaborate on the alternate paths to development.
21. Discuss in detail the execution of a campaign on food safety. Which medium do you think is the best medium to reach out to the target audience?

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