



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

**M.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION**

**THIRD SEMESTER – NOVEMBER 2013**

**VC 3815 - DEVELOPMENT COMMUNICATION**

Date : 07/11/2013  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**PART - A**

**Answer all the questions in not more than 50 words each.**

**(10x2=20)**

1. Who proposed the theory of Diffusion?
2. GDP
3. Social Change
4. Participatory development communication
5. MDGs
6. Malnutrition
7. SITE
8. Name any two international NGOs which offer their service in India?
9. SarvaShikshaAbhiyan
10. Development communication

**PART- B**

**Answer any FIVE of the following not exceeding 200 words each.**

**(5x8=40)**

11. What are the limitations of the Human Development Index (HDI)?
12. What were the essential elements of Gandhi's Economic Philosophy?
13. Analyse the role of NGOs in development communication?
14. Analyse BCC and IEC strategy for social change.
15. Explain five ways in which the folk media can be used for social change.
16. Development polices of India lack sustainable and Holistic approach of development. State your arguments with examples.
17. What is role of Information in the development of a nation?

**PART- C**

**Answer any TWO of the following not more than 400 words each.**

**(2x20=40)**

18. Critically evaluate the three approaches of the Nehruvian model of development?
19. Identify three development issues in the villages you had visited during your outreach program. Suggest communication strategies to overcome these issues.
20. Do you think Mobile can be used as a development communication tool? Substantiate arguments with examples.
21. What are some measures that can be adopted to raise the living standard of people in developing countries?
22. What kind of development is expected in agriculture sector? Analyse critically.

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