



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.M.M. DEGREE EXAMINATION – ANIMATION

FIFTH SEMESTER – NOVEMBER 2016

MM 5500 – DESIGN FOR DEVELOPMENT

Date: 01-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART - A

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

(10 X 2 = 20)

01. Target Audience Research
02. Globalization
03. Media Convergence
04. Creativity Approach for Development
05. Social Media Campaign
06. Budget for Creative
07. Behavior Change Communication
08. Digital Design
09. Traditional Media
10. Empowerment

PART - B

Write short notes on **ANY FIVE** of the following questions in about 200 words each.

(5 X 8 = 40)

11. Explain the significance and need for development communication in the country like India.
12. Discuss the fundamental principles to be followed by a creative person in designing a digital communication for development.
13. Write a short note on the different types of development.
14. Differentiate development communication with communication for development.
15. Elaborate on the significance of digital application (Apps) in disseminating social development through smart phones.
16. Write short note on the following element of audience research with examples.
 - a. Gap and Need Analysis
 - b. Pre and Post Testing
17. Write short note on the social marketing.
18. "The future of developed India is in the hand of digital communication". Do you agree? Argue.

PART - C

Write essay on **ANY TWO** of the following in about 400 words each.

(2 X 20 = 40)

19. Explain in details the various elements of communication campaign for social development with examples.
20. "The modern communication technologies have provided interactive communication systems and have made participatory approach with new generation learners for development in the society." Do you agree with this statement? Analyze the statement with the help of the cumulative learning from the subject design for development.
21. Elaborate in detail the following with suitable examples:
 - a. Ideation
 - b. Content Development
 - c. Media Planning
 - d. E-governance.
22. Discuss the possible ways in which the new media can be used effective to bring social change in India.

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