

**MMMJ Sem-4 Examination**  
**508 EA**  
**Specialization in Rural Commu.**  
**April 2022**

Time : 2-00 Hours]

[Max. Marks : 50

## Section I

(42 Marks)

(Attempt Any Three (03) questions out of Eight (08) questions in Part I given below. All Questions carry equal Weightage.)

- Q.1 Define the Concept of Rural Development with basic elements and its objectives.
- Q.2 Define the Gandhian Model of Development with its features. Explain its importance in current times.
- Q.3 Describe the role of ICT in Rural Development with its benefits and the obstacles. Also, explain how ICT can be used in the development of rural areas.
- Q.4 Define Rural Journalism. How Rural Journalism is different from Urban Journalism, explain the difference in detail.
- Q.5 Write on Four pillars of Rural Journalism. Explain all the pillars in detail.
- Q.6 How Participatory Communication can be a vehicle of Development at a village level? Elaborate on the Role and Importance of Participatory Communication in Rural Areas.
- Q.7 Write on factors keeping in mind while developing messages of Health Communication for Rural Audience. Prepare a sample strategy for on Perception for COVID-19 Vaccine.
- Q.8 Discuss the problems of small and Marginalized Farmers in India with relevant examples.

## Section II

(08 Marks)

(Attempt any Four out of Eight MCQ's in Part-II given below. All questions carry two marks.)

- Q.1 Write two issues pertaining to grassroots politics in India.
- Q.2 Name any Television program targeted to Rural audiences and farmers in India.
- Q.3 Name the movie that has been made from the cooperative movement in Gujarat.
- Q.4 How many Agriculture Universities are there in Gujarat?
- Q.5 Who is the Editor of 'Gramgarja' Magazine targeted to Rural Audiences.
- Q.6 Define-MNREGA.
- Q.7 Write two parameters of Rural Development.
- Q.8 Explain- Sustainable Development.

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## Section I

(42 Marks)

(Attempt Any Three (03) questions out of Eight (08) questions in Part I given below. All Questions carry equal Weightage.)

- Q.1 What is brand positioning? Discuss with example.
- Q.2 Define corporate communication with its definition and importance of a corporate communication department in an organization?
- Q.3 What are the important guidelines for bringing out a house journal?
- Q.4 Elaborate 7 Cs of Business Communication?
- Q.5 Design a PR campaign for Product of your choice.
- Q.6 What is Laswell's model of communication? Explain with respect to business communication.
- Q.7 What is Corporate Social Responsibility? Explain the various ways a company invests in CSR with practical examples.
- Q.8 Elaborate on the guidelines for effective corporate communication

## Section II

(08 Marks)

(Attempt any Four out of Eight MCQ's in Part-II given below. All question carries two marks.)

- Q.1 Name the areas in which a market and its audience can be divided?
- Q.2 What is a difference between a Slogan and Tag-line?
- Q.3 Mention Types of Advertisement?
- Q.4 How does corporate communications help in establishing a link with external Stakeholders?
- Q.5 Projecting the image of the company by taking up social causes for a long-term benefit is done through \_\_\_\_\_.
- Q.6 Digital media is the best platform for business communication to reach the maximum audience. Give two examples to justify the statement.
- Q.7 Mention the stages of life cycle of a product.
- Q.8 Explain the communication process for a corporate.