

M.D.C. (Sem.-II) Examination
409 Communication Perspective-II
May-2017

Time : 3 Hours]

[Max. Marks : 70

Q.1 Answer the following questions of any one in brief. (7)

(A) Define the role of communication in development with example.

OR

(A) 'Development is a complex process' – Justify the statement.

(B) Write Short Notes. (Any Two) (4)

1. Role of AIR in grass root development
2. RTI and Development
3. Your views on real development issues in India

(C) Write answers in one or two sentences for the following questions. (3)

1. Who is the youngest Nobel prize winner from Pakistan?
2. Which day is International Human Rights day?
3. What do you mean by child rights?

Q.2 Answer the following questions of any one in brief. (7)

(A) Describe in detail Pradhanmantri Jandhan Yojana.

OR

(A) Describe in detail Swachchh Bharat Mission.

(B) Write Short Note. (Any Two) (4)

1. Private TV Channels.
2. Community Radio.
3. Kisan Channel.

(C) Write answers in one or two sentence for the following questions. (3)

1. When was 'Beti Bachao Beti Padhao' project launched?
2. Who is the Brand-ambassador of Incredible India campaign in 2016-17?
3. Who is the State level Minister of Ministry of Information and Broadcasting?

Q.3 Answer the following questions for any one in brief. (7)

(A) Describe in detail about alternate Media.

OR

(A) Describe in detail about Pulse Polio campaign.

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(B) Write Short Note. (Any Two) (4)

1. Traditional Media
2. Role of All India Radio in Agriculture Sector
3. Role of Doordarshan in Education Sector

(C) Write answers in one or two sentence of the following questions. (3)

1. When was Prasar Bharti formatted?
2. When All India Radio came to know as Akashwani?
3. Full form of DAVP and DFP.

Q.4 Answer the following questions for any one in brief. (7)

(A) Role of Doordarshan in Rural Development

OR

(A) Describe in detail about Bharat Nirman campaign

(B) Write Short Note. (Any Two) (4)

1. Indian Cinema
2. History & importance of Video
3. Man ki baat program

(C) Write answers in one or two sentence for the following questions. (3)

1. Who won 2016 Dada Saheb Phalke Award?
2. Who is the chairman of Prasar Bharati?
3. When was Film Institute of India setup?

Q.5 Answer the following questions for any one in brief. (7)

(A) Discuss the role of International media with the reference of BBC

OR

(A) Discuss the role of Traditional media vs. modern media

(B) Write Short Note. (Any Two) (4)

1. Importance and future of online newspaper
2. Role of Doordarshan in Public awareness
3. Social media & Government schemes

(C) Write answers in one or two sentence for the following questions. (3)

1. Who is the chairman of Central Board of Film Certification?
2. Who is Tele Communication minister of India?
3. What is the frequency of Vividh Bharti?