

M.M.C.J. (Sem.-IV) Examination
508 EA Specialization in Rural Communication
508 EB Business Communication

Time : 3 Hours]

May-2017

[Max. Marks : 70

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

1. What is Rural Development and what are the parameters discuss in detail

OR

1. What is Rural Society and the role of Caste system in the society?
2. What is Sustainable Development and its role in Indian Economy?.

(B) Write Short notes (any two) (4)

1. What is the bottom of the Pyramid and its relevance in today's growing economy?
2. What are issues pertaining to Grass root politics?
3. Explain issues of Rural Development
4. Explain Role of Community development in Rural Development

(c) Write answers in one or two sentences of the following. (3)

1. What is full form of PRA and RRA
2. Name two organizations working for Rural Development and their work
3. Which are the four caste system in Indian Society
4. Distinguish between Rural and Urban Divide

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

1. What are the Fundamentals of Agricultural Extension and explain various step involved in it ? OR

1. What are the Impact of Climate Change on Agriculture explain in detail.
2. What is Sustainable Agriculture and the steps involved.

(B) Write Short notes (any two) (4)

1. Explain steps involved in implementation of Rural Development Program
2. Which are the various schemes for Rural Development
3. What are the Issues of Small and Marginal Farmers

(c) Write answers in one or two sentences of the following. (3)

1. What is poly culture/ mono culture
2. What is full form of MNREGA
3. Apart from Agriculture which all sectors are covered in Agricultural Extension approach?

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

Discuss in details the trend of the rural people to migrate in the urban area?

OR

The role of Animal –Husbandry dairying in rural development.

(P.T.O)

ESSD-2

(B) Write Short notes (any two)

(4)

1. Role of women in Animal husbandry
2. Importance of milk & milk-products in human nutrition
3. Village Milk Producers

(c) Write answers in one or two sentences of the following.

(3)

1. Director of "Manthan" movie?
2. Full form of TDO?
3. What is Gochar?

Q.4 (A) Answer the following questions of any one in brief

(7)

Described the characteristics of rural audience in India

OR

Role and requirement of participatory communication in rural communication- Discuss with examples

(B) Write Short notes (any two)

(4)

1. Importance of grazing land
2. Master keys for Animal husbandry
3. Community radio for rural development.

(c) Write answers in one or two sentences of the following.

(3)

1. What is rural radio
2. Who is M.S. Swaminathan
3. Biography of V. Kurien

Q.5 (A) Answer the following questions of any one in brief

(7)

Issues and problems of e- village in India ?

OR

Role of ICTs in rural development.

(B) Write Short notes (any two)

(4)

1. Rural Journalism in Gujarat
2. Effectiveness of farmer helpline
3. Challenges of rural communication

(c) Write answers in one or two sentences of the following

(3)

1. What is national innovation foundation?
 2. Who is the editor of "Gramrajana" magazine in Gujarati language?
 3. Who was late Shri Sanat Mehta?
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E 552-3

Candidate's Seat No: _____

M.M.C.J.(Sem.-IV) EXAMINATION

MMCJ 508

Business Communication (EL)

TIME: 3 HOURS]

[Max. Marks: 70

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

1. What is a corporate communication give definition and roles of a corporate communication department in an organization?

OR

1. What is corporate social responsibility explain the concept with a case.

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

1. Kindly mention three essential skills for a corporate communication professional
2. What is a corporate logo mention different types of corporate logo?
3. CSR activities in Gujarat.

(C) Write answers of the following questions (True or False) (3)

1. Evolving corporate strategies leads to an identity of a corporate.
2. Do you think there is shift from PR to corporate communication?
3. Corporate communication departments has to maintain rapport with all stakeholders

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

1. Impact of the demonetisation on economy and the stock market?

OR

1. What is major change in telecom industry and impact on consumer?

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

1. Which is the critical element for Business story?
2. Write down two business newspaper and news channel name.
3. Describe the four parameter of Business journalism.

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

1. What are MCX and BSE?
2. Name of Gujarat largest Industrial house.
3. Name of two major commodities is grown in Gujarat.

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

A the leading soft drink company has be accused of drawing more ground water to increase its production. This has led to a wide spread protest by the local community, social media campaign and loss of revenues. Draft a five point communication plan and mediums to be used to revive your consumers trust.

OR

On the occasion of world environment day one of the biggest corporate is planning a awareness campaign in ten cities across country. List ten activities for the campaign and a brief social media communication plan.

(P.T.O)

ESSAY

(B) Write Short Note (Any Two)

(4)

1. What is a house journal? Give three advantages of having a house journal
2. What is a corporate film? Explain giving examples
3. Social media is the new platform for business communication justify the statement
With examples

**(C) Write answers in one or two sentence of the following questions
State whether True or False**

(3)

1. CSR can be integrated with corporate films
2. House journals are meant only for external communication
3. Is house journal and news paper article are same?

Q.4 (A) Answer the following questions of any one in brief

(7)

How can you create a unique name and image for a product in the consumers' mind?

OR

What can a company do for image restoration when faced with a crisis?

Explain image repair strategies that respond to crisis.

(B) Write Short Note (Any Two)

(4)

1. Difference between Corporate Image and Corporate Identity
2. Corporate Reputation
3. Components of brand

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

(3)

1. Typeface
2. Tagline
3. Logo

Q.5 (A) Answer the following questions of any one in brief

(7)

What is corporate communication? Why do organizations need communication?

OR

Describe Training and Development as core function of HRD

(B) Write Short Note (Any Two)

(4)

1. Types of corporate communications
2. Primary and secondary functions of HRM
3. Purpose and importance of HR

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

(3)

1. Give definition of HRD. How is it different than HRM?
 2. Give the full form of two corporate communication tools: IMC and CP
 3. What is Marcom?
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