

M.M.C.J. (Sem.-3) Examination  
501  
Communication for Development  
April 2019

Time : 2-30 Hours]

[Max. Marks : 70

**Q.1 (A) Answer the following questions of any one. (14)**

1.Explain with examples why Development is a complex process

**OR**

1.What are the characteristics of a developing economy? Explain each in detail

**(B) Write answers in one or two sentence of the following questions (any 4) (4)**

1. What is the philosophy of development communication?
2. Why 'Bhavai' is counted as a medium for development communication?
3. Why 'Radio' is counted as one of the best mediums for development?

**Q.2 (A) Answer the following questions of any one. (14)**

1.Which are the parameters of development? Explain each in detail

**OR**

1.Development communication is a difficult task for a developing country –  
Why? Which are the problems of development communication?

**(B) Write answers in one or two sentence of the following questions (any 4) (4)**

1. Contribution of Nelson Mandela in development
2. Rudi no Radio
3. Role of Research in development communication

**Q.3.(A) Answer the following questions of any one. (14)**

1. Justify – 'Information is Power'. What is the RTI Act? Discuss its importance in development

**OR**

1. Define Social Change. Describe in detail the major Social Changes taken place in India

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Candidate's Seat No : \_\_\_\_\_

M.M.C.J. (Sem.-3) Examination

502

Media Research

April 2019

Time : 2-30 Hours]

[Max. Marks : 70

**Q1 (A) Answer the following questions of any one.**

(14)

1. Discuss concept of media research and state any one approach with example.

Or

1. Discuss historical development of research methodology and experimental approach with an example.

**(B) Write answers in one or two sentence of the following questions (any 4).**

(4)

1. What is media research?
2. Advantages of Focus Group Discussion
3. Limitations of Survey method.
4. Concept of Research design.
5. Difference between Pure Science and Social Science.
6. What is historical approach in brief? State an example.

**Q2 (A) Answer the following questions of any one.**

(14)

1. Discuss Questionnaire method with Advantages and Disadvantages.

Or

1. Discuss Field studies with Advantages and Disadvantages.

**(B) Write answers in one or two sentence of the following questions (any 4)**

(4)

1. Difference between Qualitative and Quantitative method
2. What is hypothesis? State with an example.
3. State the main issues of Research and explain Audience.
4. What method can be used to conduct a research to calculate the awareness of voting amongst the youth?  
How?
5. What is probability explain with an example?
6. For the given distribution, Find the Mean:

Xi	Fi
1	3
2	5

P. T. O.