

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)

**PG DEGREE EXAMINATION DECEMBER 2025**  
(Third Semester)

**TRANS DISCIPLINARY COURSE**  
(Common to PG Programmes)

**DEVELOPMENT COMMUNICATION**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is development communication? a) A form of entertainment communication b) Communication aimed at social change and development c) A type of business communication d) The study of media theories	K1	CO1
	2	What are development indicators used for? a) Measuring economic and social progress b) Tracking advertising revenue c) Assessing television viewership d) Evaluating election results	K2	CO1
2	3	What is green revolution? a) Agrarian reforms b) Poultry reforms c) Reforms in Fishing industry d) Reforms in cattle industry	K1	CO1
	4	What does the diffusion of innovations model explain? a) The spread of new ideas and technologies in society b) The effect of advertising on consumer behavior c) The process of news distribution in the media d) The role of government in development policies	K2	CO1
3	5	What was the main objective of the SITE project? a) To promote satellite-based educational programs in rural India b) To develop new radio transmission technology c) To study urban media consumption habits d) To introduce commercial television channels	K1	CO1
	6	Which of the following is an experimental project related to India's development? a) Green Revolution b) SITE and Kheda Communication Project c) Industrialization Plan d) Digital India Mission	K2	CO1
4	7	What does self-reliance in development communication mean? a) Dependence on international aid for development b) Use of local resources and knowledge for sustainable development c) Complete government control over communication channels d) Privatization of media for better outreach	K1	CO1
	8	Which of the following is an example of traditional media used in development communication? a) Social media campaigns b) Television debates c) Folk theatre and street plays d) Podcast series	K2	CO1
5	9	What is one benefit of visiting a newspaper printing unit? a) Understanding the process of news production b) Learning how to create advertisements c) Studying television broadcasting techniques d) Gaining experience in public speaking	K1	CO1
	10	How does a street play contribute to development communication? a) By spreading awareness on social issues through live performances b) By increasing television viewership ratings c) By promoting commercial advertisements d) By creating online video content	K2	CO1

Cont...

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the dynamics of development and discuss key development issues.  (OR)	K2	CO2
	11.b.	Analyze the role of communication in development with relevant examples.		
2	12.a.	Describe the psychological variable model of development.  (OR)	K2	CO2
	12.b.	Explain the role of mass media in modernization.		
3	13.a.	Discuss the significance of the Five-Year Plans in India's development.  (OR)	K2	CO2
	13.b.	Explain the objectives and impact of the Kheda Communications Project.		
4	14.a.	Examine the importance of popular participation in development communication.  (OR)	K2	CO2
	14.b.	Discuss the role of traditional media in development support communication.		
5	15.a.	How do field visits help in sensitization to development communication?  (OR)	K2	CO2
	15.b.	Explain the significance of street plays in raising awareness of development issues.		

**SECTION -C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the concept of development, its dysfunctions, and how communication plays a crucial role in addressing development challenges.	K4	CO2
2	17	Compare and analyze different models of the dominant paradigm of development, focusing on their communication approaches.	K4	CO3
3	18	Evaluate India's historical development initiatives with reference to key experiments such as Gandhi Mehta Model, Etawah, and Nilokheri.	K4	CO4
4	19	Explain alternative paradigms of development and how new communication technologies contribute to development support communication.	K4	CO1
5	20	Discuss the role of practical exposure, such as visits to media and communication centers, in understanding development communication.	K4	CO2