

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

**MSc DEGREE EXAMINATION JUNE 2018  
(Third Semester)**

Branch – **APPLIED PSYCHOLOGY**

**DEVELOPMENT COMMUNICATION**

Time: Three Hours

Maximum: 75 Marks

Answer **ALL** questions  
**ALL** questions carry **EQUAL** Marks

- 1 a Socio-economic development is the relationship between economic activity and social life. Explain.  
OR  
b How the components of social structure like culture, social class, status plays role in development.
- 2 a “The role of development communication is now not limited to expansion of information. It has taken dimension of changing lives and outlook of people”. Analyse.  
OR  
b Detail the pros and cons of Communication models in promoting development.
- 3 a The Modern Communication technologies have provided interactive communication systems and have made participatory approach to development possible. Examine.  
OR  
b List down the strategies followed by the media for Rural development.
- 4 a Prepare a communication strategy for effective reach for compulsory education in the slums of your town/city.  
OR  
b Why environmental conservation is important for sustainable development? Justify your answer.
- 5 a Discuss the various development programmes and government attitude towards development.  
OR  
b Explain new international information order and its challenges and issues.

Z-Z-Z

END