

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MCom DEGREE EXAMINATION MAY 2018  
(Third Semester)

Branch - COMMERCE

DEVELOPMENT COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

Answer ALL questions  
ALL questions carry EQUAL marks

- 1 a Explain the paradigm shift in development communication.  
OR  
b Has colonialism been a boon or a bane in the development of a society?  
Cite examples and justify.
- 2 a 'The Theatre has played a dominant role in the development of society'.  
Justify.  
OR  
b Discuss the role of Media in Modernization.
- 3 a Explain the types of audiences and how they are instrumental un the  
success of a campaign.  
OR  
b Explain social advertising. What role does 'taxonomy' play in  
advertising?
- 4 a Explain the model of Wilbur Schramm.  
OR  
b Discuss the role of the student community in the execution of a  
campaign. Explain the significance of development communication.
- 5 a How has alternate media been effective in the developing countries?  
Explain with suitable examples.  
OR  
b 'Media plays a significant role in development'. Discuss.

Z-Z-Z

END