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**School of Liberal Education**

**Bachelor of Arts in Journalism and Mass Communication  
Mid Term Examination - Nov 2023**

**Duration : 90 Minutes  
Max Marks : 50**

**Sem III - K2UA307T - Development Communication**General Instructions

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What do you mean by "Diffusion". K2 (2)
- 2) Relate Communication and development. K1 (3)
- 3) Explain "Human Development". K2 (4)
- 4) Interpret the concept of "Communication for Social Change". K2 (6)
- 5) Identify how "Development and Modernization are epitome of each other". K3 (6)
- 6) Outline the concept of different adopters mentioned in diffusion of innovation. K3 (9)
- 7) Analyze the scope of development communication. K4 (8)
- 8) Explain functional dimensions of Development Communication. K4 (12)

**OR**

- Explain how communication impacted the political development of rural india. K4 (12)