

**Total No. of Pages : 01**

**Total No. of Questions : 06**

**M.Sc.(JAMC) (2015 to 2017) (Sem.-2)**  
**DEVELOPMENT COMMUNICATION**  
Subject Code : MJAMC-201  
Paper ID : [B0444]

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. Attempt any FIVE questions out of SIX questions.
2. Each question carries TWELVE marks.

1. Discuss the process of Model of Development.
2. Explain the role of media in development communication.
3. What is development communication? What are its strengths and weaknesses?
4. How does agriculture communication contribute to rural development?
5. What problems are faced by non-governmental organization in effective communication?
6. Enumerate do's and don'ts of writing development messages for rural audiences.