



School of Development Studies

MBA Development Management

Batch-3rd (2023-2025)

First Year, Term 3 End Term Examinations, April 2024

CC – 660 Communication for Development

Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 2 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. Fill in the blanks / Choose correct option, as applicable for the following:

- (a) The key constructs of health Belief Model are (2)
- (i) _____
 - (ii) _____
 - (iii) _____
 - (iv) _____
- (b) Full Form of C4D _____ (1)
- (c) _____ is a diagnostic tool to analyze different levels of causes or results-chain (which may be behaviour and non-behaviour related) that led to the public health issue or outcome. (1)
- (i) Predictive modelling
 - (ii) Casual analysis matrix
 - (iii) Behaviour Analysis matrix
 - (iv) Indepth analysis
- (d) _____ model emphasizes community dialogue and collective action to work together to bring about social change. (1)
- (i) Adoption ladder
 - (ii) Integrated
 - (iii) Right-based
 - (iv) Micro-level

Part B

(Maximum Marks: 15)

Answer **any three** of the following questions, in brief.

- Q2. Comment on the importance of listening in Communication (5)
- Q3. What are the key aspects of Communication Need Assessment? (5)
- Q4. Explain in brief any two forms of non-verbal communication (5)
- Q5. What aspects need to be covered while carrying a behaviour analysis? (5)

Part C

(Maximum Marks: 30)

Answer **any three** of the following questions, in detail.

- Q6. Highlighting the effectiveness of strategic communication, elaborate on its elements? (10)
- Q7. What are channels of communication? Please inform about the strengths of any two communication channels? (10)
- Q8. How is aggressiveness and assertiveness different? Pls elaborate by giving examples? (10)
- Q9. How does ACADA process helps in planning communication for development intervention? (10)