



School of Development Studies

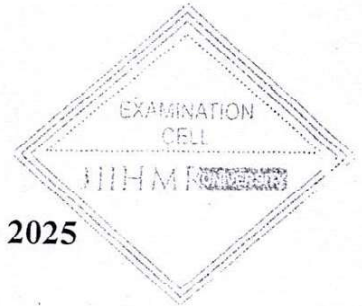
MBA Development Management

Batch-04th (2024-2026)

First Year, Term 2, End Term Examinations, March 2025

CC – 660 Communication for Development

Enrolment No.:



Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

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

Part A

(Maximum Marks: 5)

Q1. Fill in the blanks & choose the correct option for the following questions (1 mark each):

- Change of society for betterment is called.....
- Role of communication in development includes
 - To inform
 - To Instruct
 - To participate
 - All above
- Highly Directive, from Senior to subordinates, to assign duties, give instructions, to inform to offer feedback, approval to highlight problems are form of Communication
- Proxemics, Kinesics, Appearance of part of Communication
- SBCC Stands For

Part B

(Maximum Marks: 15)

Answer the following questions (5 marks each):

Q2. Discuss the process of development communication and technology?

Or

What do you understand by participating in development communication?

Q3. For successful communication, listening is more important than speaking' – Explain.

Q4. Reasons and Barriers in failure of effective communication

Or

Radio is a boom for rural development. Explain

Part C

(Maximum Marks: 30)

Answer the following questions in detail (15 marks each):

Q5. How can you make your communication effective and stimulating by using the 7 Cs of communication? Explain the relevance of the 7 Cs with appropriate examples.

Or

What is communication? Discuss the characteristics of Traditional Media Communication.

Q6. Elaborate on the concept and application of the Health Belief Model with appropriate examples.

Or

Explain P process in Detail.

Q7. In the development communication how different type of media is used?

Or

Explain Sustainable development. Explain Various Indicators of development.

