

Reg. No. :

Name :

Second Semester M.Sc. Degree Examination, May 2020.

Branch: Home Science

XC– Extension Education

Paper VII HS 223 C – DEVELOPMENT COMMUNICATION

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

PART – A

Write the question numbers correctly.

Answer any **two**; All questions carry equal marks. Max 4 pages only.

1. (a) “The role of development communication is now not limited to expansion of information. It has taken a dimension of changing the lives and outlook of people”. Analyze.

Or

- (b) Explain different models of communication.

2. (a) Write the role of mass media in development. Give any two examples.

Or

- (b) Explain the factors guiding the selection and use of each teaching method.

(2× 15 = 30 Marks)

P.T.O.



PART – B

Write the question numbers correctly.

Answer any **two**; All questions carry equal marks. Max 2 pages only.

3. (a) What are the characteristics of a good drama script?
Or
(b) Explain the stages in adoption and diffusion process.
4. (a) Elaborate the role of research and development in ICT.
Or
(b) Illustrate and explain “Cone of Experience”.

(2 × 10 = 20 Marks)

PART – C

Write the question numbers correctly.

Answer any **five**; All questions carry equal marks. Max 2 pages only.

5. (a) Script for a television.
(b) Rate of adoption.
(c) Merits and limitations of folk media.
(d) Traditional media
(e) Documentaries
(f) Editing
(g) ICT4D

(5 × 5 = 25 Marks)

