

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)

