

**M.A. PARTICIPATORY DEVELOPMENT
(MAPD)**

Term-End Examination

December, 2013

**MDS-010 : COMMUNICATION FOR
DEVELOPMENT**

Time : 3 hours

Maximum Marks : 100

- Note :** (i) Answer *all* questions.
(ii) All questions carry *equal* marks.
(iii) Question 1 to 4 are *essay type* and question 5 are *short notes*.

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1. (a) Discuss the concept and importance of communication needs assessment (CNA). Elaborate its features with a suitable example. **20**
- OR**
- (b) What are the different types of messages used for communication ? Highlight some key messaging strategies with a suitable case study. **20**
2. (a) Critically examine the concept of media relations. Highlight the different types of tools and techniques used for media engagement. **20**
- OR**
- (b) Discuss the need and objectives of media audit. What are the different types of media audit. **20**

3. (a) What do you understand by organisational identity and design ? Highlight the key strategies for establishing organisational identity. 20
- OR**
- (b) Discuss and analyse the process of Integrated Marketing communication with a suitable case study. 20
4. (a) Discuss the benefits of listening and its classification. What are the various challenges to listening ? 20
- OR**
- (b) What role does presentation skills play in the success of an individual ? Highlight some key office etiquettes. 20
5. Write short notes on *any two* of the following :
- (a) ICT applications in rural development 10
- (b) Communication with external stakeholder 10
- (c) Case study : Goli ke Hamjoli 10
- (d) Advertising 10
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