

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

Term-End Examination

December, 2012

**MDS-010 : COMMUNICATION FOR
DEVELOPMENT**

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Answer all questions.*
(ii) *Q. 1 to 4 are Essay - Type*
(iii) *Question 5 are short notes.*
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1. (a) Critically examine the concept of e-governance and its significance with a suitable example. 20
- OR**
- (b) Discuss in detail the concept of listening. What are the various types and benefits of listening. 20
2. (a) What do you understand by the term 'target audience' ? Differentiate between internal and external stakeholders. 20
- OR**
- (b) Critically examine the importance of content and messaging in communication with a suitable example. 20

3. (a) 'Managing relationships with the media is a vital element in building a successful brand'. Critically examine the concept of media relations in the light of the above statement. 20

OR

- (b) Discuss the concept of media audit and its relevance in today's world with a suitable example. 20

4. (a) 'Organisational identity and design gives its employees a better understanding of their organisation and builds positive image among stakeholders'. Elaborate with a suitable case study. 20

OR

- (b) What do you understand by integrated marketing communication. Discuss with a suitable case study. 20

5. Short notes : (*any two*)

- (a) Barriers to communication 10
(b) Haath se haath mila project 10
(c) Types of PR Campaign 10
(d) Principles of stakeholder engagement 10
