

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

00228

**Term-End Examination**

**December, 2014**

**MDS-010 : COMMUNICATION FOR DEVELOPMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Answer *all* questions. All questions carry equal marks. Questions no. 1 to 4 are essay type and question no. 5 is short notes.

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1. (a) Discuss the role of ICT in rural development. Elaborate on its use for agriculture and women empowerment. 20

**OR**

- (b) Critically examine the concept of stakeholder engagement. Elaborate on its importance with a suitable example. 20

2. (a) Discuss the different approaches towards conducting communication needs assessment. Highlight its importance with a suitable example. 20

**OR**

- (b) 'Goli Ke Hamjoli' campaign was successful because of the PR strategies used. Critically examine the concept of public relations in the light of the above example. 20

3. (a) Discuss the various models of personality types. Elaborate on the impact of personality types on communication skills. 20

**OR**

- (b) Highlight the importance and concept of media engagement with a suitable example. 20
4. (a) A ready crisis communication plan helps the organisation to deal with the crisis. Critically examine the meaning of crisis communication with a suitable case study. 20

**OR**

- (b) What do you understand by the term organisational culture ? Discuss the role of leadership in shaping organisational culture. 20
5. Write short notes on any *two* of the following :
- (a) Office Etiquette 10
- (b) Types of Advertising 10
- (c) Stages of Integrated Marketing Communication 10
- (d) Challenges to Listening 10
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