

00497

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

Term-End Examination

December, 2017

**MDS-010 : COMMUNICATION FOR
DEVELOPMENT**

Time : 3 hours

Maximum Marks : 100

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- Note : (i) Answer all questions.
(ii) Questions 1 to 4 are essay type.
(iii) Question no. 5 is short notes.*
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1. (a) Explain the various development models used in e - governance initiatives - critically examine them. 20

OR

(b) Discuss the role of ICT in agriculture and women empowerment. 20

2. (a) Critically examine the concept of public relations in the success of a campaign by taking any suitable example. 20

OR

(b) What do you understand by the term "target audience" ? Differentiate between internal and external Stakeholders. 20

3. (a) "Managing relationship 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) What do you understand by integrated marketing communication. Discuss with a suitable Case Study. 20

OR

(b) "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

5. Write short notes (Any Two) :

(a) Types of Advertising 10

(b) Types of Body Language 10

(c) Communication Barriers 10

(d) Principles of stakeholder engagement 10