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MJF-203

**M. A. in Journalism and  
Mass Communication (MAJMC-F2F)  
Term-End Examination  
December, 2018**

**MJF-203 : GRADUATE LEVEL COURSE-II**

*Time : 1½ Hours*

*Maximum Marks : 30*

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**Note :** Attempt any *three* questions. All questions carry equal marks.

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1. What do you understand by development and social change ? Explain the modern indicators of development.
2. Explain the models of Lerner and Rogers to bring about development, and which is more useful in today's technological revolution.
3. Compare and contrast the IBVE and Chhatera experiment while explaining the objectives of each.

**(A-3) P. T. O.**

**[2]**

4. How is social marketing different from other kinds of marketing ? Explain with suitable examples.
5. How are development needs of a society/community identified and how does it help in identifying the target market ?
6. Write pros and cons of 17 sustainable development goals and 169 indicators.