

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

Term-End Examination

June, 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.*

1. (a) Critically examine the concept and significance of e-governance. Explain the various models used in designing e-governance initiatives. 20

OR

(b) Discuss and analyse the scope and need to engage in communication with internal and external stakeholders. 20

2. (a) Critically examine the process of communication and the different tools used for communication. 20

OR

(b) Highlight the importance of public relations (PR) and its objectives. What are the different types of tools and campaigns used for PR. 20

3. (a) Discuss and analyse the need for crisis communication. Highlight the key elements to be considered while developing a communication plan. 20

OR

- (b) Critically examine the various components of culture and the role of management in shaping organisational culture. 20

4. (a) Discuss the different types of personality and its impact on the communication skills of an individual. 20

OR

- (b) What do you understand by interpersonal communication ? Highlight the various challenges to interpersonal communication. 20

5. Write short notes on *any two* of the following :

- (a) Barriers to communication 10
(b) Types of body language 10
(c) eNRICH : Web based community software solution framework. 10
(d) Case Study : Heroes Project 10