

00371

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

**Term-End Examination**

**June, 2017**

**MDS-010 : COMMUNICATION FOR  
DEVELOPMENT**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** (i) *Answer all questions.*

(ii) *Question no. 1 to 4 are essay type.*

(iii) *Question no. 5 is short notes.*

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1. (a) Discuss in detail the concept of listening. 20  
What are the various types and benefits of listening ?

**OR**

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

2. (a) Highlight the importance and concept of media engagement with a suitable example. 20

**OR**

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

3. (a) Critically examine the role of management in shaping organisational culture. 20

**OR**

(b) Discuss the impact of personality types on Communication Skills. 20

4. (a) Discuss Integrated Marketing Communication with a suitable case study. 20

**OR**

(b) Critically examine the concept of crisis communication with a suitable case study. 20

5. Short notes (any two) :

(a) Communication Channels 10

(b) Types of PR Campaign 10

(c) Haath se haath mila project 10

(d) Development Communication 10

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