

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

Term-End Examination

June, 2018

**MDS-010 : COMMUNICATION FOR
DEVELOPMENT**

Time : 3 hours

Maximum Marks : 100

- Note :*
- (i) *Answer all questions.*
 - (ii) *Questions No. 1 to 4 are essay type and question no. 5 is short notes.*
 - (iii) *All questions carry equal marks.*

1. (a) Elaborate with an example the concept of communication need assessment and its importance. 20

OR

(b) Critically examine the concept of media relations. Describe the different tools and techniques used for media engagement. 20

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

OR

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

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

OR

(b) Critically examine the PR techniques used for ensuring the success of "Goli Ke Hamjoli" campaign. 20

4. (a) Critically examine the concept of Crisis Communication with a suitable case study. 20

OR

(b) What is the importance of stakeholder engagement ? How did engaging stakeholders help in reforming the power sector in Andhra Pradesh ? 20

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

10x2=20

(a) Haath se haath mila project

(b) Advertising

(c) Barriers to Communication

(d) ICT application for Rural Development
