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MDC–002

**POST GRADUATE DIPLOMA IN
DEVELOPMENT COMMUNICATION
(PGDDC)**

Term-End Examination

June, 2024

**MDC–002 : HUMAN DEVELOPMENT AND
COMMUNICATION**

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : (i) *Attempt any **five** questions.*

(ii) *All questions carry equal marks (20 each)*

1. Discuss the need of water to be included as a Sustainable Development Goal. With suitable examples.

P. T. O.

2. Explain the concept of social and behavioural change communication with examples.
3. What do you understand by Corporate Social Responsibility (CSR) ? What are the advantages of CSR ? Explain with examples.
4. Critically analyse the role of NGOs in development in India by highlighting their flaws and importance.
5. How have folk and traditional media contributed to social change and community development in India. Explain citing any two examples of its success.
6. “A Technological revolutions have led to emergence of specific media in the society.” Discuss the various milestones that led to the unfolding and popularization of the New Media.
7. Define Alternative Media. Discuss various forms of Alternative media and their utility in promoting development.

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

10×2=20

- (a) Environmental Justice
- (b) WFP (World Fund Programme)
- (c) SITE
- (d) Paradigm of Dependence