

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

00436

Term-End Examination

June, 2015

MDS-010 : COMMUNICATION FOR DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer *all* questions. All questions carry equal marks. Questions no. 1 to 4 are essay type and question no. 5 is short notes.

1. (a) Discuss in detail the concept of listening. Briefly mention the various types and benefits of listening. 20

OR

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

2. (a) 'Goli Ke Hamjoli' campaign was successful because of the PR strategies used. Critically examine the concept of public relations in the light of the above example. 20

OR

- (b) What do you understand by the term 'target audience' ? Differentiate between internal and external stakeholders. 20

3. (a) Discuss the concept of 'Media audit' and its relevance in today's world, with a suitable example. 20

OR

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

4. (a) What do you understand by 'Interpersonal Communication' ? Highlight the various challenges to interpersonal communication. 20

OR

- (b) What do you understand by 'Integrated Marketing Communication' ? Discuss with a suitable case study. 20

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

- (a) Types of Advertising 10
(b) Types of PR Campaigns 10
(c) Types of Body Language 10
(d) Office Etiquette 10