

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

**Term-End Examination**

**December, 2016**

**MDS-010 : COMMUNICATION FOR  
DEVELOPMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :** (i) *Answer all questions.*  
(ii) *All questions carry equal marks.*  
(iii) *Question no. 1 to 4 are essay type and question no. 5 is short notes.*
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1. (a) Critically examine the scope and need to engage in communication with internal and external stakeholders. **20**

**OR**

(b) Elaborate with a suitable example the concept and importance of communication needs assessment. **20**

2. (a) Discuss the importance and key objectives of public relations. What are the different tools and campaigns used for it? **20**

**OR**

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

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

OR

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

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

OR

- (b) What role does presentation skills play in the success of an individual? Highlight some key office etiquettes. 20

5. Write short notes on any two :

- (a) Barriers to communication 10  
(b) ICT applications in rural development 10  
(c) Goli ke Hamjoli : Case study 10  
(d) Advertising 10
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