

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

Term-End Examination

December, 2022

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

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : *All questions carry equal marks (20 each). Attempt any **five** questions.*

1. Describe water as SDG and its impact on global policy in the context of development communication. 20
2. What is the concept and significance of Public Sector Enterprises ? Highlight their contribution to development of the nation. 20
3. Explain the rise and importance of Civil Society Organisations (NGOs) in the development process of a society. 20
4. Describe the history and evolution of Print Media in India and its role in social change. 20

5. With the advent of technology, many forms of media have converged into 'Digital Media'. How has this boosted development of gender-based issues in India ? 20
6. Discuss a success story where SBCC approach resulted in improvement of community health. Describe the factors that helped in bringing about a positive change. 20
7. If you were to devise a communication strategy to dissuade farmers from burning the crop residues, which media would you use and why ? Explain the strategy and plan of action. 20
8. Write short notes on any **two** of the following : 2×10=20
- (a) Climate Change
 - (b) United Nations Organisation
 - (c) Vernacular Press
 - (d) SITE
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