

00915

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

**Term-End Examination**

**June, 2012**

**MDS-010 : COMMUNICATION FOR  
DEVELOPMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :** (i) *Answer all questions.*  
(ii) *Q. 1 to 4 are Essay - Type questions.*  
(iii) *Question 5 is short notes.*
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1. (a) Discuss the role of ICT in rural development. **20**  
Elaborate on its use for agriculture and women empowerment.
- OR**
- (b) Critically examine the concept of **20**  
interpersonal communication. What are the challenges faced in interpersonal communication ?
2. (a) Critically examine the importance of **20**  
stakeholder engagement. How did engaging stakeholders help in reforming the power sector in Andhra Pradesh ?
- OR**
- (b) Discuss the concept and importance of **20**  
communication needs assessment. Briefly discuss the communication need assessment study done in Maharashtra.

3. (a) Critically examine the concept of public relations. Discuss the PR techniques used for ensuring the success of 'Goli Ke Hamjoli' campaign. 20

OR

- (b) 'A ready crisis communication plan helps the organisation to deal with crisis'. Elaborate with a suitable case study. 20
4. (a) What do you understand by the term 'organisational culture'? Discuss the role of leadership in shaping organisational culture. 20

OR

- (b) Critically examine the concept of organisational identity and design by citing the case study of SESAME as an example. 20
5. Short notes : (*Any two*)
- (a) Office Etiquettes 10
- (b) Strategic components of organisational culture 10
- (c) Crisis Communication Plan 10
- (d) Types of advertising 10