

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

Term-End Examination

June, 2014

00154

**MDS-010 : COMMUNICATION FOR
DEVELOPMENT**

Time : 3 hours

Maximum Marks : 100

- Note :** (i) *Answer all questions.*
(ii) *Questions 1 to 4 are essay type.*
(iii) *Question 5 is short notes.*

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1. (a) Critically examine the different types of messages used for communication. Elaborate with a suitable case study key messaging strategies. **20**
- OR**
- (b) Discuss the need and objectives of media audit. Explain the different types of media audit. **20**
2. (a) Critically examine the significance of e - governance. Elaborate the various models used in designing e - governance initiatives. **20**
- OR**
- (b) Explain the meaning of organisational identity and design. Highlight the key strategies for establishing organisational identity. **20**

3. (a) Discuss the concept and process of Integrated Marketing Communication with the help of a suitable case study. 20
- OR**
- (b) Critically examine the concept of listening and briefly describe its different types. 20
4. (a) Highlight the importance of presentation skills in the success of an individual in his profession. 20
- OR**
- (b) Highlight the importance of dressing well and briefly describe various types of dress codes. 20
5. Short notes : (any two)
- (a) Kinds of body language 10
- (b) Case Study : SESAME 10
- (c) Internal Stakeholders 10
- (d) Media Engagement Tools 10
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