

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

Term-End Examination

June, 2016

**MDS-010 : COMMUNICATION FOR
DEVELOPMENT**

Time : 3 hours

Maximum Marks : 100

-
- 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.*
-
-

1. (a) Critically examine the concept and significance of E-governance. Explain the various models used in designing e-governance initiatives. 20

OR

(b) Explain the different types of messages used for communication. Highlight some key messaging strategies with a suitable case study. 20

2. (a) Discuss the need and objectives of media audit. Also explain the different types of media audit. 20

OR

(b) Critically examine the process of communication and different tools used for it. 20

3. (a) Discuss the concept of organisational identity and design. Also highlight the key strategies for establishing organisational identity. 20
- OR**
- (b) Discuss the concept and process of integrated marketing communication with a suitable case study. 20
4. (a) Explain the term 'interpersonal communication' and its various challenges. 20
- OR**
- (b) Discuss the different types of listening and its benefits. What are the various challenges to listening ? 20
5. Write short notes on **any two** :
- (a) Types of body language 10
- (b) eNRICH : Web based community software solution framework 10
- (c) Communication with external stakeholders 10
- (d) Heroes Project 10
-