

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

**Term-End Examination**

**June, 2022**

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

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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**Note :** Answer any **five** questions. All questions carry equal marks.

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1. Discuss the status of women and children in India through Life Cycle Approach, with suitable examples. 20
  
2. Explain the steps in communication planning for rural areas, highlighting the strategies of development. 20
  
3. Discuss the role and functions of the following government agencies in Indian national development : 10+10=20
  - (a) NITI Aayog
  - (b) State Planning Board

4. If you have to convey the message of water conservation, using any form of folk media, which media would you choose and why ? Present a plan of action for implementation of the same. *10+10=20*
5. Narrate the history of development of Television in India, mentioning the important milestones. *20*
6. Define SBCC. What are the steps of designing a SBCC strategy ? Explain using an example. *5+15=20*
7. Define and discuss different forms of Alternative Media and role of each for development. *20*
8. Write short notes on any **two** of the following : *2×10=20*
- (a) Rainwater Harvesting
  - (b) Corporate Social Responsibility (CSR)
  - (c) Podcasts
  - (d) Social Marketing
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