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**MDC-002**

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

**Term-End Examination**

**June, 2023**

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

*Time : 3 Hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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**Note :** (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

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1. Explain the causes and effects of environmental degradation. How can media play a role in creating awareness about it ? 10+10

**P. T. O.**

2. What is CSR ? What are its advantages for development of the society ? Explain with suitable examples from India. 20
3. Explain in detail the role of the following in promoting grassroot democracy : 10+10
  - (i) Gram Panchayat
  - (ii) Panchayat Samiti
4. Trace the journey of Radio from the colonial era to the present web based stations, highlighting its role in social development. 20
5. Give your views on the following developmental approaches : 10+10
  - (i) Participatory Communication Model
  - (ii) Paradigm of 'Another Development'.
6. Compare the Revenue and Business Models of Mainstream Media and Alternative Media. 20

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7. What are the different types of folk and traditional media ? Explain their strengths and limitations. 10+10

8. Write short notes on any *two* of the following :

2×10=20

(a) Puppetery

(b) Development Support Communication  
(DSC)

(c) 73rd Constitutional Amendment

(d) Advocacy and Outreach