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PRESIDENCY UNIVERSITY

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Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
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Bengaluru

Mid Term Examinations - October 2026

Date: 05/10/2026 **Time:** 09:30 AM - 11:00 AM

Course Code: BAJ1029 **Course Name:** Communication for Social Change

Semester: Ninth Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	40	45

Part A: Answer Any 2 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Explain the importance and scope of communication for social change.	5	CO1	BT2
2	Discuss the importance of communication in promoting education and environmental awareness.	5	CO1	BT2
3	Explain the role of emotional appeals in social change communication.	5	CO2	BT2

Part B: Answer Any 2 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
4	Analyse the relationship between communication and social change, with suitable examples from health, education, environment, and equality.	10	CO1	BT4
5	Describe the #MeToo Movement as an example of social media advocacy and participatory communication.	10	CO2	BT2
6	Explain the major stages involved in strategic communication planning, including audience segmentation, goal setting, and campaign development.	10	CO2	BT5

Part C: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
7	Describe the 7 Cs of effective communication and their relevance to social change.	20	CO1	BT2
8	Examine the theories of Diffusion of Innovations, Social Learning Theory, and Agenda Setting Theory in social change communication	20	CO2	BT4