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Bengaluru

Mid Term Examinations - October 2026

Date: 05/10/2026 **Time:** 02:00 PM - 03:30 PM

Course Code: MDS2001 **Course Name:** Development Communication

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

CO - Levels	CO1	CO2
Marks	45	40

Part A: Answer Any 2 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Explain the Gram Sevak's role, and name one criticism of this system.	5	CO1	BT2
2	Explain the difference between development journalism and development-support journalism, and give one example of each.	5	CO1	BT2
3	Name the year India's Community Radio Policy was revised to include NGOs, and explain why this change mattered.	5	CO1	BT1

Part B: Answer Any 2 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
4	Compare Amartya Sen's definition of development with Mahatma Gandhi's definition.	10	CO1	BT4
5	Compare the Bretton Woods School and the Latin American School, and explain one criticism of each. aa	10	CO2	BT4
6	Explain the National Literacy Mission, and describe whether it reflects the participatory or modernization paradigm.	10	CO2	BT5

Part C: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
7	Choose one corporate ISR/CSR project or NGO activity in India that uses development communication, and answer the following. a) Explain the project or activity, and briefly describe what it does. b) Explain which paradigm — modernization, dependency, or participatory — it reflects, and why. c) Recommend one change that would make its approach more participatory.	20	CO1	BT5
8	Think about a community issue in your region and create your own communication model to address the issue.	20	CO2	BT6