

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. IN JOURNALISM & MASS COMMUNICATION
EXAMINATION: MAY - 2026

FOURTH SEMESTER

Sub: Development Communication for Social Change (BAJMC23-403)

Date: 21/05/2026

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

Q. 1. Descriptive Answer (Any Two) (20)

- 1) What is development communication? Explain its importance in nation building.
- 2) Describe how mass media contribute to raising awareness about development issues in rural areas.
- 3) Discuss the criticisms of the modernization theory in the context of developing nations.

Q. 2. Write short notes. (Any Two) (10)

- 1) E-Governance initiatives in India
- 2) Differentiate between western and Gandhian model.
- 3) Kheda Project

Q. 3. Open Ended Question (10)

“Development is not just economic growth but a process of improving quality of life.”

Discuss this statement by analyzing the role of communication, media and social factors in shaping development outcomes in a country like India. Suggest innovative strategies to address existing development challenges.

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