



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2024

UVC 5504 – DEVELOPMENT COMMUNICATION

Date: 22-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Answer the following Definitions

- a) Information Capitalism
- b) Development Communication
- c) ICT
- d) Third Theatre
- e) UNESCO

2. True or False

- a) Encoding and Decoding completes the communication process
- b) Information sharing through Blogs is participatory media
- c) Dominant paradigm refers to the values of society
- d) X is not an social media app
- e) UNICEF stands for United Nations International Children's Emergency Fund

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Fill in the blanks

- a) Watching news on television is an example of _____ communication model
- b) Communicator sends message through _____
- c) Technology development increases the usage of _____
- d) Development communication provides _____ changes in society
- e) SEED stands for _____

4. Match the following

- a) Development Communication - Ramlila
- b) SMCR - NGO
- c) Dominant Paradigm - Information Sharing
- d) Folk Forms - Concept of Development
- e) World Vision - Berlo's

SECTION B - K3 (CO2)

Answer any TWO of the following

(2 x 10 = 20)

- 5. Identify the use of information capitalism
- 6. Select a model of communication and explain its effectiveness
- 7. Identify the benefits of rural technology development
- 8. Choose any four folk forms that communicates effectively

SECTION C – K4 (C03)

Answer any TWO of the following	(2 x 10 = 20)
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| 9. | List the any three development organizations and their functions in India |
| 10. | Simplify development communication in digital era |
| 11. | Inspect on ICT usage in rural development |
| 12. | Analyze the functions of new media in making social change in society |

SECTION D – K5 (CO4)

Answer any ONE of the following	(1 x 20 = 20)

Answer any ONE of the following	(1 x 20 = 20)

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| 13. | Development organization are mobilizing funds through people and private companies-justify |
| 14. | Explain in detail about empowerment of people in holistic social development |

SECTION E – K6 (CO5)	
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Answer any ONE of the following	(1 x 20 = 20)
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Answer any ONE of the following	(1 x 20 = 20)
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| 15. | Elaborate on Shannon and Weaver Model of Communication |
| 16. | Discuss on the cultural and political aspects of paradigm of development |