



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034
B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION
FIFTH SEMESTER – NOVEMBER 2024
UVC 5504 – DEVELOPMENT COMMUNICATION



Date: 18-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A - K1 (CO1)

Answer ALL the Questions -

(10 x 1 = 10)

1. Answer the following

- a) Information Capitalism.
- b) Environmental sustainability
- c) Mediation
- d) Third theatre
- e) UNICEF

2. Fill in the blanks

- a) _____ is needed for people to self-sustainable development
- b) _____ is termed as hyper needle in communicating the society
- c) _____ helps the society to get information about the plans and polices of upliftment
- d) _____ folk form in Tamil Nadu shows the replica of Tiger
- e) _____ helps in promoting research in India

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. True or False

- a) Holistic Development does not refers to the social development of Individual
- b) Universal primary education is an MDG
- c) ICT is required for agricultural development
- d) Social Media Acts as a powerful motivator for societal change
- e) WFP stands for World for Programme

4. Match the following

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|-------------------------|------------------------------|
| a) Shifting Horizons | 1. Funding Agency |
| b) World Economic Forum | 2. Rural Development |
| c) ICT | 3. MDG |
| d) New Media | 4. Understanding the society |
| e) CSIR | 5. Social Change |

SECTION B - K3 (CO2)**Answer any TWO of the following****(2 x 10 = 20)**

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|----|---|
| 5. | Identify the role of Social Media in information capitalism. |
| 6. | Construct your ideas to promote Millennium development goals |
| 7. | Develop your insights on "Dominant paradigm emerges on technology development" |
| 8. | Choose any two folk forms of Tamil Nadu and elaborate their communication style |

SECTION C – K4 (CO3)**Answer any TWO of the following****(2 x 10 = 20)**

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| 9. | Examine how development communication influence the society |
| 10. | Inspect the modernization theory in detail |
| 11. | Simplify the role of social media in development communication |
| 12. | List some of the major funding agencies and their role in India |

SECTION D – K5 (CO4)**Answer any ONE of the following****(1 x 20 = 20)**

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| 13. | Explain the need of alternate media in developing rural areas |
| 14. | Define the growth of individual in the society with reference to development as career |

SECTION E – K6 (CO5)**Answer any ONE of the following****(1 x 20 = 20)**

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| 15. | Discuss on the participatory engagement techniques used by political parties during their campaign |
| 16. | Elaborate in detail about how social campaigns are useful in changing the society |

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