



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.M.M. DEGREE EXAMINATION – ANIMATION
FIFTH SEMESTER – NOVEMBER 2024
MM 5500 – DESIGN FOR DEVELOPMENT



Date: 07-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION - A

Answer Any FOUR of the following

4 x 10 = 40 Marks

1. Explain the concept of digital divide and its impact on development.
2. Compare the various types of development in the growth of a nation.
3. Explain the basic concepts of development communication.
4. Describe the role of development agencies in the communication process.
5. Examine the challenges faced by development agencies in implementing communication strategies in rural areas.
6. Critically evaluate the role of communication in the functioning of development agencies.
7. What is gap analysis and how is it used in planning a development campaign?
8. Define the key elements involved in designing a development campaign.

SECTION - B

Answer Any THREE of the following

3 x 20 = 60 Marks

9. Discuss the role of globalization in shaping economic inequalities between rich and poor nations.
10. Examine how globalization has influenced India's development in the last two decades.
11. Evaluate how development communication strategies can enhance public health campaigns
12. Analyse the role of gender sensitivity in designing effective social campaigns.
13. Discuss the significance of pre-testing campaign messages before their launch.
14. Discuss the trends in new media and their influence on modern social campaigns.

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