

**BA JMC- Development Communication (201) - 3rd Semester**

| S.No. | Questions   | A   | B  | C  | D                                    | Ans |
|-------|---|---|--|--|--------------------------------------|-----|
| 1     | In transistor radios there is _____ of communication.                       | One-way flow  | Two-way flow   | Three-way flow   | Tetra-way flow                       | A   |
| 2     | Development communication refers to the combination of actions by:          | Government  | Donors   | Civil Society  | All of the given options             | D   |
| 3     | ICT stands for?   | Indian Communication Technology   | Italian Communication Technology   | India's Connected Technology   | Information Communication Technology | D   |
| 4     | _____ is called the magic multiplier?                                       | Mass Media  | Food chain   | Happiness Index  | GDP                                  | A   |
| 5     | Who is known as the Father of Panchayati Raj in India?                      | Mahatma Gandhi  | Balwant Rai Mehta  | Lord Ripon   | None of the above                    | B   |
| 6     | Under which set of models does Rostow's Stages of growth is included?       | Unilinear   | Non-Linear   | Linear   | Non- Unilinear                       | C   |
| 7     | Who proposed the World system theory?                                       | Immanuel Wallerstein  | Larry Percy  | Philip Kotler  | Karl Marx                            | A   |
| 8     | According to World System Theory, how many parts the world is divided into? | 2   | 3  | 4  | 6                                    | B   |
| 9     | In which of the following paradigms, the idea of free market is suggested?  | Mainstream paradigm   | Counter Revolution Paradigm  | Dominant Paradigm  | Populist Paradigm                    | B   |
| 10    | What does 'Think Global, Act Local' means?                                  | Consider the health of the entire planet and to take action in their own communities. | Individuals coming together to protect habitats and the organisms that live within them. | Occur on a local level and are primarily run by volunteers and helpers | All of the above                     | D   |
| 11    | Full form of NGO is   | National Governing Organisation   | Non Governmental Organisation  | Non Governing Organisation   | National Government Oragnisation     | B   |
| 12    | Who started the initiative of E-Choupal                                     | ITC   | TATA   | Reliance   | None of these                        | A   |

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| 13    | Digital Democracy is also known as  | E-governance                    | E-democracy                      | E-Choupal                    | None of these                      | B   |
| 14    | _____ is the application of IT for delivering government services                           | E-Choupal                       | E-governance                     | E-democracy                  | None of these                      | B   |
| 15    | _____ process to measure and report the social objectives of the CSR project.               | Social Audit                    | Grassroots                       | Whistleblowers               | CSR                                | A   |
| 16    | _____ is an approach to develop activities aimed at changing or maintain people's behaviour | Social change                   | Behavioural change               | Social marketing             | Social media marketing             | C   |
| 17    | Full form of CSR is   | Corporate Social Responsibility | Corporate Society Responsibility | Corporate Social Responses   | Corporative Society Responsibility | A   |
| 18    | Which act makes CSR mandatory in India?   | Corporate Act                   | Company Act                      | Commercial Act               | Oragnisation Act                   | B   |
| 19    | What contains the features of both commercial marketing and social science?                 | Social change                   | Behavioural change               | Social marketing             | Social media marketing             | C   |
| 20    | Which state filed a lawsuit against Coca Cola   | West Bengal                     | Maharashtra                      | Tamil Nadu                   | Kerala                             | D   |
| 21    | GNP stands for what?  | Gross National Product          | Greater Nottingham Partnership   | Grand Nationwide Partnership | Grand Nation Presentation          | A   |
| 22    | The National Rural Health Mission (NRHM) was launched on?                                   | 12th April 2007                 | 10th April 2005                  | 24th April 2006              | 12th April 2005                    | D   |
| 23    | What is the meaning of "Development is Contentious"?  | Development is controversial    | Development is harmonious        | Development is revolutionary | Development is steady              | A   |
| 24    | Who gave Classical Marxism?   | Immanuel Wallerstein            | Larry Percy                      | Philip Kotler                | Karl Marx                          | D   |
| 25    | Under which set of theories and models does Neo-Marxism is included?                        | Unilinear                       | Non-Linear                       | Linear                       | Non- Unilinear                     | B   |

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| 26    | What is the meaning of Unilinear?   | Consistently developing                         | Single path development                                  | Steady path development                                | All of the above  | D   |
| 27    | The right to liberty and freedom is a_____  | Human right                                     | Judiciary saying   | Convention   | Fundamental right   | A   |
| 28    | MNREGA stands for?  | Mahatma National Rural Employment Guarantee Act | Mahatma Gandhi National Regular Employment Guarantee Act | Mahatma Gandhi National Rural Employment Guarantee Act | Mahatma Gandhi Nation-wide Rural Employment Guarantee Act | C   |
| 29    | Which of the following refer to the organized efforts to use communication process and media to bring social and economic improvement, generally in | Development Communication                       | Development Support Communication                        | Lasswell Formula                                       | Community Journalism                                      | A   |
| 30    | Which is the happiest country in the year 2020?   | Canada  | India  | Finland  | Australia   | C   |

**Subjective Questions**

- 1 Briefly explain Neo-Marxist Theory.  
Explain how E-governance is different from Digital
- 2 Democracy.
- 3 Who are Whistleblowers? What do they do?
- 4 Describe Social Marketing with one example.
- 5 Explain any 3 benefits of CSR.