

MC-4
PGDC
TEST PAPER—2010

Time : Two Hours

Total Marks : 85

Instructions:

1. Question paper has three sections (A, B & C).
2. Marks allotted to each Section are indicated in respective section.
3. The Candidate should write all the answers in any one of the following languages (English, Hindi or Urdu).

SECTION—A

Note: Answer any Five Questions. Each Question carries Five Marks. Your answer should not exceed more than 100 words.

1. What do you understand by the term 'Development'? How it is different from Growth and Progress.
2. What is Panchayat Raj System? Give the Constitutional recognition of this system in Indian Context.
3. What do you understand by NREGA?
4. What are the main indicators on the basis of which Development can be measured?
5. What are the major contributions of UNESCO?
6. What do you understand by the term 'Community Ownership' in development studies?
7. Folk forms of entertainment still have their relevance in communication field. Comment.
8. What do you understand by Millennium Development Goals?

SECTION—B

Note: Answer any Four Questions. Each Question carries Ten Marks. Your answer should not exceed more than 250 words.

1. The Currencies of developing countries need a total reform. Do you agree? Give your reasons in Indian context.
2. It is widely recognized that modern information and communication technology can provide new and interesting channels for civic, political and community involvement in development process. Give your opinion with suitable examples.
3. Radio is arguably the best communication tool that development has ever known, especially in rural context. Critically examine this statement.
4. Suggest contents for a Half Hour Television Program that can teach young people about gender, reproductive health and life skills to make long term improvements to society's health and development.
5. Write Five Development Messages on Girls Education in simple language and concepts that general people can understand especially those having limited literacy skills.
6. E-Governance has the potential to help the rural poor to leapfrog some of the traditional barriers to development, by improving access to information, expanding their market base, enhancing employment opportunities and making government services to work better. In this context, define the concept of E-Governance in rural India.

SECTION—C

Note : Answer any One Question from the following. The question will carry Twenty Five Marks. Your answer should not exceed more than 500 words.

1. India is a country of daunting socio-economic divides accompanied by a formidable diversity of languages, dialects and cultures. Hence, the potential for community media have assumed paramount significance in last couple of years. But, media trends judged that still there is a wide gap between the potential and practices of community media in India. Community voices are struggling at the periphery of a contrasting and often iniquitous media landscape. In this context, explain the community media reforms taking place in India and how these reforms are going to change the entire communication scenario in coming years while keeping the existing media policy in your mind.
2. Many youth with the greatest need for information are not in school and do not have access to the more common and successful educational programs. To reach this group including child brides and married girls, child housekeepers, poor urban and rural youth, suggest a communication strategy to develop appropriate audience specific messages to draw the attention of policy makers towards this issue while using multiple media channels.