

Question No : 1 of 27

Marks: 1 (Budgeted Time 1 Min)

What is the correct sequence of Lass well formula?

Answer ( Please select your correct option )

- ☐ Who says what, through which channel, with what effect.
- ☐ Through which channel, who, says what, to whom, with what effect.
- ☐ Who, says what, to whom, through which channel, with what effect.
- ☐ Says what, who, to whom, through which channel, with what effect.

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Question No : 2 of 27

Marks: 1 (Budgeted Time 1 Min)

In Lass well formula which of the following relates to content research:

Answer ( Please select your correct option )

- ☐ Communicator
- ☐ Message
- ☐ Channel
- ☐ Receiver

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Question No : 3 of 27

Marks: 1 (Budgeted Time 1 Min)

United Nations mandated \_\_\_\_\_ as the principal organization to be responsible for communication.

Answer ( Please select your correct option )

- ☐ UNESCO
- ☐ UNICEF
- ☐ WTO
- ☐ WHO

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Question No : 4 of 27

Marks: 1 (Budgeted Time 1 Min)

According to World Bank, " \_\_\_\_\_, if used correctly, can help increase workers' productivity, make governments and companies more flexible, and improve decision-making?

Answer ( Please select your correct option )

- ☐ Information technology
- ☐ Man power
- ☐ Economic policies
- ☐ Nuclear technology

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Question No : 5 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following tool is used to gain support from governments and donors, and put issues in public agenda in the process of change through communication?

Answer ( Please select your correct option )

- ☐ Mass Media
- ☐ Media Advocacy
- ☐ Social Mobilization
- ☐ Social marketing

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Question No : 6 of 27

Marks: 1 (Budgeted Time 1 Min)

The ultimate objective of development communication is to improve opportunities for \_\_\_\_\_ and access to information.

Answer ( Please select your correct option )

- ☐ International dialogue
- ☐ Bilateral dialogue
- ☐ Community dialogue
- ☐ National dialogue

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Question No : 7 of 27

Marks: 1 (Budgeted Time 1 Min)

Development communication refers to the combination of actions by:

Answer ( Please select your correct option )

- ☐ Government
- ☐ Donors
- ☐ Civil Society
- ☐ All of the given options

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Question No : 8 of 27

Marks: 1 (Budgeted Time 1 Min)

The effects of \_\_\_\_\_ cause the city to become 2 to 10° F warmer than surrounding landscapes.

Answer ( Please select your correct option )

- ☐ Modernization
- ☐ Industrialization
- ☐ Urbanization
- ☐ Globalization

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Question No : 9 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following paradigm of development communication stressed on the transfer of technology and socio-political culture of modernity from the developed North to the Third World?

Answer ( Please select your correct option )

- ☐ Development Paradigm
- ☐ Dominant Paradigm
- ☐ Modernization Paradigm
- ☐ Dependency Paradigm

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Question No : 10 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is a tool for social justice?

Answer ( Please select your correct option )

- ☐ Development journalism
- ☐ Yellow journalism
- ☐ Online journalism
- ☐ Specialized journalism

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Question No : 11 of 27

Marks: 1 (Budgeted Time 1 Min)

The causes of environmental pollution in urban areas refer to all of the following Except:

Answer ( Please select your correct option )

- ☐ Reducing soil moisture
- ☐ Destruction of ozone layer
- ☐ Carbon dioxide emissions
- ☐ Usage of CNG in vehicles

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Question No : 12 of 27

Marks: 1 (Budgeted Time 1 Min)

According to Everett M Rogers, which of the following is an engine of change from the 'traditional' to the 'modern' society?

Answer ( Please select your correct option )

- ☐ Development Journalism
- ☐ Development Communication
- ☐ Development Support Communication
- ☐ Public service broadcasting

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Question No : 13 of 27

Marks: 1 (Budgeted Time 1 Min)

All are the characteristics of Development Journalism, except:

Answer ( Please select your correct option )

- ☐ Inclusion of hitherto unheard voices
- ☐ Cultural identity and community
- ☐ Journalistic 'agency' or 'free will'
- ☐ Good programming

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Question No : 14 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following refer to the organized efforts to use communication process and media to bring social and economic improvement, generally in developing countries?

Answer ( Please select your correct option )

- ☐ Development Communication
- ☐ Development Support Communication
- ☐ Lasswell Formula
- ☐ Community Journalism

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Question No : 15 of 27

Marks: 1 (Budgeted Time 1 Min)

In the SMCR model, what is "S"?

Answer ( Please select your correct option )

- ☐ Specialty
- ☐ Source
- ☐ Start
- ☐ Sender

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Question No : 16 of 27

Marks: 1 (Budgeted Time 1 Min)

All are among the five stages of the process of Diffusion of Innovation stated by Roger Except:

Answer ( Please select your correct option )

- ☐ Socialization
- ☐ Knowledge
- ☐ Persuasion
- ☐ Decision

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Question No : 17 of 27

Marks: 1 (Budgeted Time 1 Min)

GNP stands for what?

Answer ( Please select your correct option )

- ☐ Gross National Product
- ☐ Greater Nottingham Partnership
- ☐ Grand Nationwide Partnership
- ☐ Grand Nation Presentation

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Question No : 18 of 27

Marks: 1 (Budgeted Time 1 Min)

As per modernization theory, which of the following factors lie underneath development problems?

Answer ( Please select your correct option )

- ☐ Cultural and information deficits
- ☐ Economic Instability
- ☐ Political immaturity
- ☐ Conservative Approach

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Question No : 19 of 27

Marks: 1 (Budgeted Time 1 Min)

A process by which we assign and convey meaning in an attempt to create shared understanding is called ?

Answer ( Please select your correct option )

- ☐ Advertising
- ☐ Public relations
- ☐ Communication
- ☐ Community Development

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Question No : 20 of 27

Marks: 1 (Budgeted Time 1 Min)

The view point " communication to be the product of the interactants sharing and creating meaning" belongs to:

- ☐ Mechanistic
- ☐ Psychological
- ☐ Social Constructionist
- ☐ Systemic

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Question No : 21 of 27

Marks: 1 (Budgeted Time 1 Min)

Michael Lipton wrote: "...the most important class conflict in the poor countries of the world today is not between labor and capital. Nor is it between foreign and national interests. It is between \_\_\_\_\_

Answer ( Please select your correct option )

- ☐ Media and Parliament
- ☐ Rural classes and urban classes.
- ☐ Individualism and Socialism
- ☐ Govt. and publics

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Question No : 22 of 27

Marks: 1 (Budgeted Time 1 Min)

Which is necessary element for development?

Answer ( Please select your correct option )

- ☐ Diffusion of Material innovation
- ☐ Diffusion of Social innovation
- ☐ Diffusion of technological innovation
- ☐ Diffusion of both social and material innovations

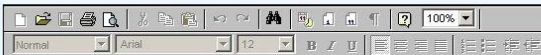
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Question No : 23 of 27

Marks: 3 (Budgeted Time 6 Min)

Define Development Communication.

Answer ( Please [click here](#) to Add Answer )



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Question No : 24 of 27

Marks: 3 (Budgeted Time 6 Min)

What are the strategic approaches to bring changes in practice of development communication?

Answer ( Please [click here](#) to Add Answer )



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Question No : 25 of 27

Marks: 3 (Budgeted Time 6 Min)

What do you understand by the concept "Paradigm" explain in your own words.

Answer ( Please [click here](#) to Add Answer )

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Question No : 26 of 27

Marks: 5 (Budgeted Time 10 Min)

Explain the role of development journalism.

Answer ( Please [click here](#) to Add Answer )

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Question No : 27 of 27

Marks: 5 (Budgeted Time 10 Min)

Which historical events gave birth to dominant paradigm of development? Discuss their impact on the field of development.

Answer ( Please [click here](#) to Add Answer )

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