

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:

Answer (Please select your correct option)

- 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?

- 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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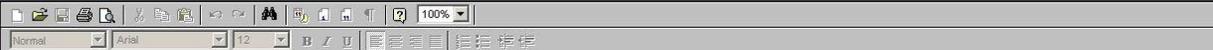
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Question No : 26 of 27

Marks: 5 (Budgeted Time 10 Min)

Explain the role of development journalism.

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



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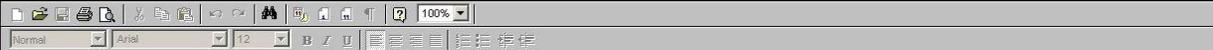
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Question No : 27 of 27

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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