

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BAM
BRANCH: ANIMATION & MULTIMEDIA**

**SEMESTER : IV
SESSION : SP/2024**

SUBJECT: AM208 COMMUNICATION FOR DEVELOPMENT

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Communication plays an important role in the process of development? Explain.	[5] 1	1
Q.1(b)	Explain with examples the importance of sustainable development.	[5] 2	2
Q.2(a)	Communication is a tool to elevate Human Rights. Elaborate.	[5] 3	3
Q.2(b)	Discuss how Participatory communication helps in uplifting the deprived population.	[5] 4	4
Q.3(a)	Explain in detail the importance of target audience in communication.	[5] 2	3
Q.3(b)	What do you understand by customization of communication? Explain with examples.	[5] 5	4
Q.4(a)	Discuss in detail the importance of inclusive governance in development.	[5] 4	3
Q.4(b)	Explain how SHG has helped in rural development.	[5] 4	4
Q.5(a)	Differentiate between qualitative and quantitative research.	[5] 5	5
Q.5(b)	Explain Action research with examples.	[5] 5	5

:23/04/2024:M