

**M. Sc. (Home Science – Community  
Development & Extension Management) – 2<sup>nd</sup> Year**

**Assignments for July 2025 and January  
2026 sessions**



**School of Continuing Education  
Indira Gandhi National Open  
University  
Maidan Garhi, New Delhi–110068**

## IMPORTANT

### ASSIGNMENTS of MSCHSC Programme – 2<sup>nd</sup> year

Dear Learners,

You will have to do all the Assignments as part of MSCHSC - M. Sc. (Home Science – Community Development & Extension Management) programme 2<sup>nd</sup> year. IN TOTAL, 06 ASSIGNMENTS (of 5 Compulsory Courses and 1 Elective Course) ARE TO BE COMPLETED IN THE 2<sup>nd</sup> YEAR. DOING ASSIGNMENTS OF ALL THE 06 COURSES IS COMPULSORY.

**Objectives:** The assignments are part of your evaluation and the marks will be carried in your grade sheets (refer to **Section 8**) on Evaluation in your Programme Guide). Another objective of the assignments is to assess how well you have understood the concepts explained in the various Blocks of every Course. This is assessed through the questions given in the assignments. Since the Master Programme aims to impart to you the requisite knowledge, understanding and skills, the purpose of the assignments is also to test how far you can apply the concepts in Community Development & Extension Management. Hence you are free to use as many examples and illustrations in your answers.

It is advised that answers should not be copied directly from the Self Learning Material (printed content) that has been given to you.

### SOME DO'S AND DON'T'S ABOUT SENDING IN ASSIGNMENTS

#### *Some Do's*

- 1) When you receive the Assignment, check it immediately and ask for the missing page(s), if any.
- 2) Submit your assignments on time at your Study Centre. By doing so, you can benefit from your Counselor's comments on your submitted response sheets.
- 3) Maintain an account of the assignments sent to us and the corrected sheets received by you. This will help you maintain the schedule of your work and avoid the possibility of sending the same assignment a second time.

#### *Some Don'ts*

- 1) Do not remind us to send back the corrected response sheets. These will be sent to you at the earliest possible.
- 2) Do not misplace / lose your graded assignments. You will need these till the Course is completed.
- 3) Do not enclose doubts for clarification along with the assignment. If you want to draw our attention to something of urgent/important nature, email us separately. Give your roll number, name, address, the title of the Course, the number of the assignment, etc. on top of your letter.

- 1) Write your roll number, name, full address and date on top right corner of the first page of your response sheets.
- 2) Submit each assignment separately. Write the Course title, assignment number and the name of the Study Centre you are attached to, in the center of the first page of your response sheets.

The top of the first page of your response sheets should look like this:

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Enrolment No.....Name.....

Course Title.....Address.....

Assignment No.....

Study Centre.....Date.....

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Please follow the above format strictly. If you do not follow this format, we will be compelled to return your script to you for re-submission.

- 3) Read the instructions related to assignments printed in the Programme Guide of MSCHSC.
- 4) Please note that unless you submit all the eight assignments contained in this booklet within the stipulated time, you would not be permitted to appear for the term-end examination for the respective Course.
- 5) Complete the assignment of each Course and submit all questions of each assignment together, otherwise your assignment would be returned to you without being evaluated.

### **SCHEDULE FOR SUBMISSION OF ASSIGNMENTS**

**Last Date of Submission:** 31<sup>st</sup> March 2026 for July 2025 students  
 30<sup>th</sup> September 2026 for January 2026 students

**Whom to Send:** The Coordinator of Your Study Centre / any link if provided by Study Centre or Regional Centre.

**Programme** : M. Sc. (Home Science – Community Development & Extension Management)  
**Programme Code** : MSCHSC  
**Course Code** : MHC-007  
**Course Title** : Social and Behaviour Change  
**Assignment No.** : MHC-007/AST/TMA-7/2025/ 2026  
**Total Marks** : 100

**Note:** Answer any **five** questions.  
All questions carry 20 marks each

**Maximum Marks: 100**  
(20 x 5=100)

1. What is development communication? What is the importance of people's participation in development communication? Describe both in detail. (20 marks)
2. Write an essay on community media with the help of examples. (20 marks)
3. (a) Explain the evolution of Communication for Social and Behaviour Change (SBC) from IEC and BCC approaches. (10 marks)  
(b) Describe the Programme Management Cycle in SBC. (10 marks)
4. Elaborate the different levels of intervention in Communication for Development (C4D) Use suitable examples in your answer. (20 marks)
5. (a) What are the smart indicators of SBC programmes? (10 marks)  
(b) Describe the steps involved in managing a SBC programme. (10 marks)
6. (a) Describe the different approaches to message design using examples. (10 marks)  
(b) Describe the characteristics of good dialogue-based instructional material. (10 marks)
7. Define advocacy. Discuss any four tools of advocacy, using examples. (20 marks)
8. (a) What role do stakeholders play in designing advocacy initiatives? (10 marks)  
(b) Explain the importance of monitoring and evaluation in advocacy. (10 marks)