

**BNM-035: Development Communication
Assignment**

Due Date: 31st March for TEE June and 30th September for TEE December.

Please check the website for the latest update on due date.

Assignment Code: BNM-035

January 2026 / July 2026

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions. All questions carry equal marks (20 each).

1. Define Development Communication. Discuss its evolution and significance in the context of developing countries like India. 20

2. Explain any two major models of development communication. How do they differ in their approach to communication and social change? 20

3. What is participatory communication? Critically examine its role in empowering communities and ensuring sustainable development. 20

4. Analyze the role of traditional and modern media in development communication. Provide examples of how media has contributed to social change. 20

5. Discuss a development communication campaign in India (such as health, education, or rural development). Evaluate its effectiveness and limitations. 20