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MDC-002

**POST GRADUATE DIPLOMA IN
DEVELOPMENT COMMUNICATION
(PGDDC)**

Term-End Examination

December, 2025

**MDC-002 : HUMAN DEVELOPMENT AND
COMMUNICATION**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Discuss the significance of the public sector in the economic development of a country. 20
2. Explain the concept of Corporate Social Responsibility (CSR). How does CSR contribute to the development of society ? 20

3. Describe the role of financial and non-financial institutions in the development process. Provide examples of each type. 20
4. What is the role of Panchayati Raj Institutions in grassroots democracy ? How do they contribute to rural development ? 20
5. Explain the concept of Social and Behavioural Change Communication (SBCC). Provide examples of SBCC initiatives and their outcomes. 20
6. Analyse the impact of alternative media on community engagement and development. Provide case studies to support your answer. 20
7. Explain the significance of print media in disseminating development messages. Provide examples to illustrate your points. 20
8. Evaluate the role of Non-Governmental Organisations (NGOs) in development communication. 20

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9. Describe the role of television in promoting development communication. 20
10. Write short notes on any *four* of the following : 4×5=20
- (a) Strength of folk and traditional media
 - (b) Role of community radio in development communication
 - (c) Human development indicators
 - (d) Communication strategies for poverty alleviation
 - (e) Importance of interpersonal communication in rural development
 - (f) Media's influence on social change
 - (g) Technological developments in communication
 - (h) Role of advocacy in policy change

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