

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

Term-End Examination

June, 2026

**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
(20 marks).

1. Discuss the concept of human development and its different dimensions. How does communication play a role in enhancing human development ? 20
2. Explain the importance of participatory communication in rural development. Provide examples to illustrate your points. 20

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3. Analyse the impact of gender disparities on human development. How can effective communication help in addressing these disparities ? 20
4. Evaluate the role of media in promoting health awareness and education. Provide relevant examples to support your answer. 20
5. Discuss the challenges and strategies of water resource management in the context of sustainable development. 20
6. Explain the concept of Social and Behavioural Change Communication (SBCC). How does SBCC differ from traditional development communication methods ? 20
7. Analyse the role of policy-making in development. How can communication influence policy decisions ? 20
8. Discuss the life cycle approach in women and child development. How does it contribute to gender equality and overall human development ? 20

9. Evaluate the principles and strategies of development support communication. Provide examples. 20
10. Write short notes on any *four* of the following : 4×5=20
- (a) Communication strategies for poverty alleviation
 - (b) The role of NGOs in development communication
 - (c) Media's influence on social change
 - (d) Community participation in environmental sustainability
 - (e) Challenges in achieving the Sustainable Development Goals (SDGs)
 - (f) Communication for disaster management
 - (g) The impact of digital media on rural development
 - (h) Citizen journalism

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