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MHC-007

**M. SC. (HOME SCIENCE–
COMMUNITY DEVELOPMENT
AND EXTENSION)
(MSCHSC)**

Term-End Examination

June, 2026

MHC-007 : SOCIAL AND BEHAVIOUR CHANGE

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks.

1. What is Development Communication ?
Discuss its meaning, objective, and role in promoting social change. 20

2. Define the term 'Community Media'. How does community media empower local communities and promote participation ? 20
3. (a) Discuss the C4D planning cycle. 10
(b) Explain the major steps involved in designing a C4D communication strategy. 10
4. (a) What is the meaning of the term 'Message Design' ? 10
(b) Elaborate on the approaches to message design with examples. 10
5. Describe the concept and methodology of Cost-Benefit Analysis in SBC programme management. 20
6. What do you understand by the term Advocacy ? Discuss the major types of Advocacy. 20
7. (a) What are the most commonly used advocacy tools in the development sector ? 10
(b) What is the role of stakeholder analysis in designing advocacy initiatives ? Explain with suitable examples. 10

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8. Write short notes on any *four* of the following : 4×5=20

- (a) Any *one* theory informing CSBC
- (b) Role of media in development communication
- (c) Entertainment-Education Strategy
- (d) Challenges in using dialogue-based methods of communication
- (e) SMART indicators in SBC Programmes
- (f) Importance of monitoring and evaluation in advocacy
- (g) Participatory Rural Appraisal

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