

INDIRA UNIVERSITY, PUNE

SCHOOL OF LIBERAL ARTS -MAJMC

Term End Examination (2025 Pattern) December – 2025 - Semester – I

Subject Name: Development Communication
Subject Code: 25MMC102T

Max. Marks: 50
Time:2.30Hours

Instructions

- Instructions : Do not write anything on question paper other than enrolment number.

CO #	Cognitive Ability	Course Outcome
CO1	Remember	The key concepts, history, and models of development communication.
CO2	Understand	The role of media and communication strategies in social change and development processes.
CO4	Analyze	Case studies of development communication initiatives to identify strengths, weaknesses, and areas of improvement.
CO5	Evaluate	The effectiveness of development communication campaigns in meeting their intended social objectives.
CO 6	Create	A development communication plan or campaign addressing a specific social issue with measurable outcomes.

Q1.	Attempt any 2 questions:	(10Marks)	CO1
A	What is audience segmentation?		CO1
B	Why is message clarity important?		CO1
C	Explain role of NGOs in development communication.		CO1
Q2.	Solve any 1:	(10 Marks)	CO2
	a) Outline the steps in planning a development communication campaign with an example.		

	b) Evaluate innovative tools (podcasts, mobile apps) used in development outreach.	
Q3.	Solve any 1: (10 Marks) a) Explain methods for monitoring and evaluating impact of communication campaigns. b) Explain role of traditional and new media working together in development.	CO4
Q4.	Solve any 1: (10 Marks) a) Define Participatory approach. b) Discuss Participatory approaches and their significance in community development.	CO5
Q5.	Solve any 1: (10 Marks) a) Design a brief campaign plan to address a local health issue and explain monitoring measures. b) Examine the role of folk songs and street plays in local development initiatives.	CO6
