

MA RURAL DEVELOPMENT
Third Semester
Community Development and IEC
(MRD - 11)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive)=50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1. Answer the following questions:

2×5=10

- a) What is propaganda?
- b) What is "feedback"?
- c) What is publicity?
- d) What is mass?
- e) Who is called the father of mass communication?

Answer the following questions: (any five)

3×5=15

- a) Define communication? What are the 7c's of communication?
- b) What is mass media? What are the major tools of mass media?
- c) What is the process of communication? Define with the help of the diagram?
- d) What are the barriers of communication? Explain.
- e) Explain the Laswells Model of communication?
- f) What are the four paradigms of agricultural extension?

3. Answer the following questions: (any five)

5×5= 25

- a) What is extension education? What are its objectives?
- b) What is the free press theory?
- c) What is the role of mass media for a successful extension programme? Explain with suitable examples.
- d) What is community? What is the status of community development programme in India, explain briefly.
- e) What are the advantages and disadvantages of folk media? How it can be used for educating the rural mass?
- f) If you will be appointed as a project officer in a rural village of Meghalaya what would be the first project of community development will you take up and why? Explain with suitable examples.

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(The figures in the margin indicate full marks for the questions)

Duration: 20 minutes

Marks – 20

PART A- Objective Type

I. Answer all questions:

1×20=20

1. The main objective of agriculture extension is.....
2. The extension service is mostly under the Ministry of.....
3. The community development programme was launched in the year.....
4. Write the full forms: ZEO.....
5. DEO stands for.....
6. SMS stands for.....
7. AEO stands for.....
8. YEW stands for.....
9. Nongkrem is a folk dance form of which state?
(a) Meghalaya
(b) Assam
(c) Manipur
(d) Tripura.
10. -----is the mechanism through which human relations exists and develop
(a) Journalism
(b) Communication
(c) Public relations
(d) Symbols
11. The function of.....starts early in life, at home and in school and continues through out life
(a) Education
(b) Information
(c) Entertainment
(d) Integration
12. In oral communication, the transmitter is theof the speaker.
(a) Voice box
(b) Information source
(c) Message
(d) Signs

13. Intra personal communication is the communication of.....
- (a) Self
 - (b) Group
 - (c) Between two people
 - (d) With mass
14.is one of the barrier of communication.
- (a) Noise
 - (b) Lengthy messages
 - (c) delayed feedback
 - (d) Personal Appearance.
15. Which one is not a function of mass communication?
- (a) To inform
 - (b) To educate
 - (c) To entertain
 - (d) To gather feedback
16. The father of journalism in India is
- (a) James Augustus Hickey
 - (b) Raja Ram Mohan Roy
 - (c) Edward Bernays
 - (d) Devendra Nath Tagore
17. The first radio transmission started in India in the year
- (a) 1921
 - (b) 1923
 - (c) 1925
 - (d) 1927
18. The Television was introduced in India in the year
- (a) 1958
 - (b) 1959
 - (c) 1961
 - (d) 1964
19. Vividh Bharti was launched in the year
- (a) 1957
 - (b) 1959
 - (c) 1971
 - (d) 1975
20. Which is not a advantage of Radio
- (a) Wide Coverage
 - (b) Affordability
 - (c) Movable
 - (d) Costly.
