

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
EXAMINATION: DECEMBER – 2025
THIRD SEMESTER

Sub: Communication for Development & Social Change Field Work (MAMC 22-301)

Date: 16/12/2025

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

- A) What do you mean by development? Discuss its evolution and relevance in India's socio-economic context.

OR

- B) What are the different models of development communication? Explain any one of them with suitable example.

Q. 2. Write short notes. (Any Three) (15)

- 1) Edutainment
- 2) Diffusion of Innovation
- 3) Kheda project
- 4) E- choupal

Q. 3. Open Ended Question (10)

Explain the role of non-governmental organizations in development communication with examples from India.
