

TM154460A

Reg. No:.....

Name:.....

**M. Sc. DEGREE (C.S.S.) EXAMINATION, MARCH 2017**  
**SEMESTER IV - HOME SCIENCE**  
**(RESOURCE MANAGEMENT AND INTERIOR DECORATION)**  
**RM4C17TM - DEVELOPMENTAL COMMUNICATION**

**Time: Three Hours**

**Maximum Marks: 75**

**PART A**

**I. Answer any five of the following. Each question carries 3 marks**

1. What are the five C's of cinematography?
2. Define development communication.
3. Differentiate condenser microphone and dynamic microphone.
4. Mention the effectiveness of educational television in rural areas.
5. What are the factors affecting social changes?
6. Define urbanisation
7. List any five ICT tools used in rural development

**(5x3=15)**

**PART B**

**II. Answer any six of the following. Each question carries 5 marks**

8. Discuss the role of folk lore in community development
9. Bring out the consequences of population migration
10. Explain the advantages of electronic media over print media.
11. Enumerate the steps in script writing for dramas.
12. Compare the pros and cons of commercial and art cinemas
13. Describe the application of ICT for National integration.
14. Discuss the steps in production of radio news.
15. Discuss Urban Farming
16. Discuss any development programme on sanitation by Indian government

**(6x5=30)**

**PART C**

**III. Answer any two of the following. Each question carries 15 marks**

17. Discuss the evolution and growth of electronic media in India.
18. Elaborate the role of communication in combating environmental problems
19. Explain the differences in the impact of public and commercial broadcasting on a rural population
20. Discuss in detail the techniques in TV production

**(2x15=30)**