

**M.A. IN PARTICIPATORY DEVELOPMENT
(MAPD)**

Term-End Examination

December, 2015

**MDS-010 : COMMUNICATION FOR
DEVELOPMENT**

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) Answer *all* questions.
(ii) All questions carry *equal* marks.
(iii) Question no. 1 to 4 are *essay* type and question 5 is *short notes*.
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1. (a) Discuss and analyse the scope and need to engage in communication with internal and external stakeholders. 20

OR

(b) Critically examine the concept of e-governance and its significance with suitable example. 20

2. (a) Discuss the different approaches to communication need assessment. Highlight its importance with a suitable example. 20

OR

(b) Briefly describe the various models of communication process. 20

3. (a) Discuss the various models of personality types. Elaborate on the impact of personality types on communication skills. **20**
- OR**
- (b) 'Managing relationships with the media is a vital element in building a successful brand'. Critically examine the concept of media relations in the light of the above statement. **20**
4. (a) "Organizational identity and design gives its employee a better understanding of their organization and builds positive image among stakeholders". Elaborate with a suitable case study. **20**
- OR**
- (b) What do you understand by the term organizational culture ? Discuss the role of leadership in shaping organizational culture. **20**
5. Write short notes on **any two** of the following :
- (a) Stages of Integrated Marketing Communication **10**
- (b) Types of Barriers to Communication **10**
- (c) Case study : Heroes Project **10**
- (d) Haath se haath mila project **10**
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