

**MA/M.Sc. RURAL DEVELOPMENT
FIRST SEMESTER [SPECIAL REPEAT]
RURAL JOURNALISM
MRD - 106**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 1.30 hrs.

Full Marks: 35

Time: 15 mins.

(Objective)

Marks: 10

Choose the correct answer from the following:

1 × 10 = 10

1. Who is the Father of Rural Journalism in India?
 - a. BarkhaDutt
 - b. P. Sainath
 - c. Kumar
 - d. None of the above
2. Who coined the term "Development Communication"?
 - a. Everette M Rogers
 - b. Nora C. Quebral
 - c. Daniel Lernere
 - d. Wilbur Schramm
3. What constitute Section 124A of the Indian Penal Code (IPC)?
 - a. Censorship
 - b. Sedition Laws
 - c. Corruption
 - d. None of the above
4. Luis Ramiro Beltran is a theorist of which School of Development Communication?
 - a. The Bretton Woods School
 - b. The Latin American School
 - c. Indian School
 - d. The African school
5. The Development Communication model currently followed by India:
 - a. New Paradigm Basic Minimum Needs Model
 - b. Dominant Paradigm Model
 - c. Only (a) is correct
 - d. Both are correct
6. This structure is especially useful way of narrating stories about sequences of events, rather than single events.
 - a. The Inverted Pyramid
 - b. Chronological
 - c. Hourglass
 - d. None of the above
7. _____ news primarily focuses on entertainment.
 - a. Soft news
 - b. Hard news
 - c. Broadcast news
 - d. None of the above
8. The parameters upon which the Indian press or journalism can improve upon
 - a. Focus on Welfare Programs
 - b. Practical Understanding of Village Life
 - c. Monitoring Development Strategies
 - d. All the above

9. The history of organised development communication in India can be traced to rural radio broadcasts in the _____
- a. 1930s
 - b. 1940s
 - c. 1920s
 - d. None of the above
10. These stations were the first to use participatory and educational rural radio approaches to empowering the marginalized.
- a. *Radio Sutatenza*
 - b. *Radios Mineras*
 - c. Both a and b
 - d. None of the above

-- --- --

(Descriptive)

Time : 1 Hr. 15 Mins.

Marks : 25

[Answer question no.1 & any two (2) from the rest]

- | | |
|---|--------|
| 1. Write a short note on the importance of rural press in rural development. | 5 |
| 2. Briefly discuss the various schools of Development Communication. | 10 |
| 3. Explain the challenges of rural journalism. | 10 |
| 4. Illustrate the three structures of news with diagram.
Explain the factors determining news. | 6+4=10 |
| 5. Write a news item using a chronological structure that delves into the implementation of the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) in a specific region. Your news item should cover key milestones, challenges faced, and the impact on rural communities. | 10 |

= = *** = =