



**Q.1. Answer the following short questions:**

**(6x5=30)**

- A. Differentiate between Development Support Communication and Development Communication?**
- B. What is meant by integrated development?**
- C. What are various sources of change?**
- D. What are elements of communication campaign?**
- E. What is a change agent?**
- F. What is media sociology?**

**Q.2. Answer the following questions.**

**(3x10=30)**

- A. Discuss various categories of adopters in the process of diffusion of innovation?**
- B. How political, cultural and economic factors affect the process of social change?**
- C. What are various considerations for effective message construction in a development communication campaign?**