



UNIVERSITY OF THE PUNJAB

Seventh Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig.

Roll No. in Words.

PAPER: Developments Communication/ Journalism
Course Code: BSCS-402 Part-I (Compulsory)

MAX. TIME: 15 Min.

MAX. MARKS: 10

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Signature of Supdt.:

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the right answer, cutting and overwriting is not allowed. (1x10=10)

1. Those who adopt the innovations after innovators in the society are called

- i. Laggards
- ii. Ordinary Public
- iii. Innovators
- iv. None

2. HIV/AIDS campaign is an example of which Development Support campaign category

- i. Sanitation
- ii. Health
- iii. Education
- iv. All

3. Which one is not a level of change?

- i. Urbanization
- ii. Industrialization
- iii. Modernization
- iv. Pluralism

4. The process of pondering upon the plan of action in a campaign is called

- i. Formulation of plan
- ii. Analysis
- iii. Evaluation
- iv. Problem identification

5. The percentage of laggards in the diffusion chart is

- i. 34.5 %
- ii. 34 %
- iii. 2.5 %
- iv. 16 %

P.T.O.

6. In the SMCR model, what is "S"?

- i) Specialty
- ii) Source
- iii) Start
- iv) Sender

7. Roger's Innovation Decision Process theory states that diffusion of innovation is a process that occurs over time through five stages. Which one is the first stage?

- i) Knowledge
- ii) Persuasion
- iii) Decision
- iv) Implementation

8. In Asia, one of the fastest rates of industrialization occurred in the late 20th century across four countries which are known as:

- i) The Asian Tigers
- ii) The Asian Devils
- iii) The Asian Lions
- iv) The Asian Gorillas

9. Which of the following theory dominates the early generation of development communication studies?

- i) Socialization
- ii) Modernization
- iii) Post modernization
- iv) Development

10. United Nations mandated ____ as the principal organization to be responsible for communication.

- i) UNESCO
- ii) UNICEF
- iii) WTO
- iv) WHO



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PAPER: Developments Communication/ Journalism

Course Code: BSCS-402 Part – II

MAX. TIME: 2 Hrs. 45 Min.

MAX. MARKS: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Explain the short questions.

(4 x 5 = 20)

1. Define the concept of development support in the light of communication.
2. Who is opinion leader; explain its role in political decision making.
3. Dengue campaign helps people understand its dynamics; do you think it proved to be a successful campaign?
3. Elaborate one example of any development support campaign in the context of Pakistan.
4. What do you understand by the innovators category in diffusion process?

Q.3. Explain the detailed questions.

(3 x 10 = 30)

- i). Explain role of opinion leaders in the development of villages in Pakistan.
- ii). Health and sanitation campaigns ensure the better living standards in a community. Give examples of both in the context of Pakistan.
- iii) Change is an ever present phenomenon, however the level of change varies from society to society. Discuss social change in the case of Pakistan by giving any example.