UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Seventh Semester – Spring 2023

Paper: Developments Communication/ Journalism Course Code: BSCS-402

Time: 3 Hrs. Marks: 60

Roll No.

THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

- Q.1. Answer the following short questions: (6x5=30)
- A What is 'Development Support Communication'?
- B What is role of culture in development?
- C What is 'Communication Strategy'?
- D What are '7 C's of effective communication'?
- E What is 'Dominant Paradigm' in development?
- F What is 'Pressure Group'?
- Q.2. Answer the following questions. (3x10=30)
- A- Explain the concept of opinion leader and provide its various characteristics?
- B- Discuss how socio economic conditions affects the process of development?
- C- Provide with general guidelines for effective campaign design?