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**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?**