

M.Sc.(Ag.) Examination, 2016

Semester-I

Agricultural Extension

Course – EXT-503

(Development Communication and Information Management)

Time: 3 Hours

Full Marks: 80

Questions are of value as indicated in the margin.

Answer ***any five*** questions.

1. Elucidate the term development communication. Enumerate the essentials of development communication. Explain the special process skill pertaining to development communication. 6+6+4=16
 2. Enumerate the impediments in communication process. Discuss the steps that are essential to overcome these impediments. 8+8=16
 3. What is communication network? Discuss the various network in the field of communication. 4+12=16
 4. What is message? Enumerate the traits of a good message. Discuss in brief the distortion of communication message. 4+4+8=16
 5. What is farm journalism? How does it differ from journalism? Discuss the importance of journalism in the field of agriculture. 4+4+8=16
 6. Elucidate the term news. Discuss the traits of a newsworthy report. 4+12=16
 7. Point out the components of a news story. Discuss the elements of lead of a news story. 6+10=16
 8. Write short notes on (***any four***): 4×4=16
 - (a) Lead testing
 - (b) Functions of journalism
 - (c) Aristotle model of communication
 - (d) Elements of communication
 - (e) Functions of communication
 - (f) Fourth estate
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