

**MA/M.Sc RURAL DEVELOPMENT
FIRST SEMESTER
RURAL JOURNALISM
MRD-106**

**SET
B**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 1 hrs. 30 Mins

Full Marks: 35

(Objective)

Time: 15 mins.

Marks: 10

Choose the correct answer from the following:

1×10=10

- This structure is especially useful way of narrating stories about sequences of events, rather than single events.
 - The Inverted Pyramid
 - Chronological
 - Hourglass
 - None of the above
- The percentage of rural news in the mainstream media as per the recent studies is
 - 2%
 - 4%
 - 6%
 - 8%
- Luis Ramiro Beltran is a theorist of which School of Development Communication
 - Indian School
 - The African school
 - The Bretton Woods School
 - The Latin American School
- Arrange the following in the correct order
 - Headline, Lead, Byline, Placeline, Body, Tail
 - Headline, Byline, Placeline, Lead, Body, Tail
 - Headline, Placeline, Byline, Lead, Body, Tail
 - Headline, Placeline, Lead, Byline, Body, Tail
- Where should the 5W and One H be incorporated in the news?
 - The Lead
 - The Body
 - The Byline
 - The Tail
- Who is the Father of Rural Journalism in India?
 - Barkha Dutt
 - P. Sainath
 - Ravish Kumar
 - None of the above
- The Development Communication model currently followed by India:
 - New Paradigm Basic Minimum Needs Model
 - Dominant Paradigm
 - Prominent Model
 - All the above
- Who is the Father of Development Communication?
 - Nora C. Quebral
 - Daniel Lerner
 - Everette M Rogers
 - Wilbur Schramm

9. Strengthening of rural journalism require
- a. Adequate fund
 - b. Proper reporting skill
 - c. Inclusive approach
 - d. All the above
10. Which of these is not one of the important quality that determine the virtue of news?
- a. Objectivity
 - b. Fairness
 - c. Subjectivity
 - d. Credible

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(Descriptive)

Time : 1 hrs. 15 mins.

Marks : 4

[Answer question no.1 & any two (2) from the rest]

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| 1. Explain the structures of news with illustration. | 5 |
| 2. How does rural press contribute to development? Explain the role of mass media as a rural development partner. | 5+5=10 |
| 3. What is mean by development gap? Describe the various approaches to development communication. | 3+7=10 |
| 4. Elaborate the problems of rural journalism. What are the parameters upon which the Indian rural journalism can improve upon? | 4+6=10 |
| 5. Is there a proper representation of rural areas in the mainstream media? Specify. | 10 |

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