



Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
I Semester regular examination for 16th batch (2022-23) and
Supplementary examination for 15th batch (2021-22)

AEM 103: Communication for Development (4 Credits)

Maximum Marks: 70

Duration: 2 ½ hrs

Answer any 5 questions. Each Question carry 14 marks.

1. Explain the principles and models of communication. 14 marks
2. Briefly write on **any two** of the following: 2x7 = 14 marks
 - a) Attributes of effective communication.
 - b) Modern Vs Traditional folk media
 - c) Forms of communication
3. Distinguish between formal and informal communication. 14 marks
4. Write the characteristics of a television program and effective script writing for a television. 14 marks
5. Write short notes on the following:
 - a) Documentation skills 4 marks
 - b) Concept of Community radio and types 4 marks
 - c) Media mix for rural communication. 3 marks
 - d) Types of modern communication media 3 marks
6. Explain different community radio initiatives in India. 14 marks
7.
 - a) Explain Computer Aided Instruction – Advantages and limitations. 7 marks
 - b) Discuss ICTs role in Agriculture knowledge management. 7 marks
8. Explain barriers in communication and ways to overcome them. 14 marks

Ullink
12/9/2023

डॉ. विनीता कुमारी

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