

MCM431 Development Communication Solved MCQs - MCM431 final term papers solved mcqs - MCM431 mid term papers solved mcqs

Virtual University MCQs BANK - MCQs Collection from Online Quizzes

MCM431 Development Communication Solved MCQs

1) Development support communication is based on which of the following?

- i) Intrapersonal communication
- ii) E-mails
- iii) Cultural based communication
- iv) Social Constructs

2) The roots of the modern western concept of development can be traced back from:

- i) Ancient Greece history
- ii) **Ancient Egypt history**
- iii) Ancient Roman history
- iv) Ancient Islamic history

3) Farm Radio Forums was founded in which of the following country?

- i) America
- ii) France
- iii) ? **Canada**
- iv) England

4) Which of the following was presumed to equate to Westernization?

- i) Transformation
- ii) Revolution
- iii) **Modernization**
- iv) Insurrection

5) In the new view of development, communication is:

- i) **An important catalyst for change**
- ii) An important cause of change
- iii) The only catalyst of change
- iv) Not important in bringing change

6) What is the correct sequence of Lass well formula?

- i) **Who says what, through which channel, with what effect.**

- ii) Through which channel, who, says what, to whom, with what effect.
- iii) Who, says what, to whom, through which channel, with what effect
- iv) Says what, who, to whom, through which channel, with what effect.

7) Which of the following are two decoding skills according to David Berlo?

- i) **Listening and reading**
- ii) Speaking and listening
- iii) Speaking and writing
- iv) Listening and writing

8) In which of the following year UNFPA allocated 17 percent of its resources for communication and education programmes?

- i) 1990
- ii) **1992**
- iii) 1995
- iv) 2000

9) Which of the following is sufficient to address communication problems?

- i) Media buying
- ii) Media training
- iii) **Development Communication**
- iv) Propoganda

10) Which of the following tool is used for audience segmentation, to identify perceived benefits, build programme brand and create demand in the process of change through communication?

- i) Mass Media
- ii) Folk Media
- iii) **Social Mobilization**
- iv) Social marketing

11) The effects of _____ cause the city to become 2 to 10° F warmer than surrounding landscapes.

- i) Modernization
- ii) Industrialization
- iii) **Urbanization**
- iv) Globalization

12) The construction of new towns by the Housing Development Board of Singapore is an example of:

- i) **Planned urbanization**

- ii) Unplanned urbanization
- iii) Collision of nations
- iv) Urban designing

13) In transistor radios there is _____ of communication.

- i) **One-way flow**
- ii) Two-way flow
- iii) Three-way flow
- iv) Tetra-way flow

14) According to Everett M Rogers, which of the following is an engine of change from the 'traditional' to the 'modern' society?

- i) Development Journalism
- ii) Development Communication
- iii) Development Support Communication
- iv) Public service broadcasting

15) All are the characteristics of Development Journalism, except:

- i) Inclusion of hitherto unheard voices
- ii) Cultural identity and community
- iii) Journalistic 'agency' or 'free will'

iv) ? Good programming.

16) Which of the following refer to the organized efforts to use communication process and media to bring social and economic improvement, generally in developing countries?

- i) **Development Communication**
- ii) Development Support Communication
- iii) Lasswell Formula
- iv) Community Journalism

17) In the SMCR model, what is "S"?

- i) Specialty
- ii) **Source**
- iii) Start
- iv) Sender

18) Roger's Innovation Decision Process theory states that diffusion of innovation is a process that occurs over time through five stages. Which one is the first stage?

- i) **Knowledge**
- ii) Persuasion
- iii) Decision
- iv) Implementation

19) All are among the five stages of the process of Diffusion of Innovation stated by Roger Except:

- i) **Socialization**
- ii) Knowledge
- iii) Persuasion
- iv) Decision

20) Who among the following defined development communication as "A process of dialogue, information sharing, mutual understanding and agreement, and collective action"?

- i) National Book Foundation
- ii) Rockefeller Foundation
- iii) **Mckee Foundation**
- iv) World Development Foundation

21) According to Michael Lipton, the most important class conflict in the poor countries of the world today exists between:

- i) Labor and Capital Class
- ii) Foreign and National Interests
- iii) **Rural and Urban Class**
- iv) Elite and Middle Class.

22) In Asia, One of the fastest rates of industrialization occurred in the late 20th century across four countries which are known as:

- i) **The Asian Tigers**
- ii) The Asian Devils
- iii) The Asian Lions
- iv) The Asian Gorillas

23) According to Lerner, the interaction between _____ can make people in Third World countries break out of the bonds of traditionalism and adopt modernizing values and practices.

- i) **? Literacy and mass media**
- ii) Democracy and Urbanization
- iii) Government and People
- iv) Industrialization and rural development

24) A significant part of implementing development journalism emphasizes on framing audiences as:

- i) Consumers
- ii) **Citizens**
- iii) Commodities
- iv) Emotional Fools

25) Which of the following theory dominates the early generation of development communication studies?

- i) Socialization
- ii) **Modernization**
- iii) Post modernization
- iv) Development

26) GNP stands for what?

- i) **Gross National Product.**
- ii) Greater Nottingham Partnership
- iii) ? Grand Nationwide Partnership
- iv) ? Grand Nation Presentation

27) Which of the following phenomena is considered to be a product of Technology and Capital?

- i) **Industrialization**
- ii) Communism
- iii) Localization
- iv) Religious extremism

28) The last step of Rural Development Campaigns is

- i) Formulation of specific objectives aimed at solving a significant problem
- ii) ? **Systematic monitoring and evaluation**
- iii) Focus on a few critically important messages
- iv) Planning the entire process

29) Which of the following is true about Development support communication?

- i) It has specific goals.
- ii) **It has general goals.**
- iii) It has universal goals.
- iv) It has diversified goals.

30) Which of the following view considers communication as a source of

power and oppression of individuals and social groups in the communication theory framework?

i) Systemic

ii) ? **Critical**

iii) Mechanistic.

iv) Psychological

31) The practice of Development Support Communication is a _____ process.

i) **Multi-sectoral**

ii) Uni-sectoral

iii) Bi-sectoral

iv) Tri-sectoral

32) Which of the following country made an experimental satellite communication project to bring informational television programs?

i) Maldives

ii) Indonesia

iii) Malaysia

iv) **India**

b) _____, pioneered in Brazil has demonstrated some success in disseminating "pro-social" messages.

i) Radio

ii) Television

iii) **Telenovela**

iv) Internet

33) According to David Berlo, there are _____ verbal communication skills.

i) Three

ii) **Five**

iii) Two

iv) Ten

34) Who presented SMCR model?

i) Lasswell

ii) ? **David Berlo**

iii) E. Roger

iv) Dr. Mahboob ul Haq

35) United Nations mandated _____ as the principal organization to be responsible for communication.

- i) **UNESCO**
- ii) UNICEF
- iii) WTO
- iv) WHO

36) In the late 1960s, _____ ruled intellectual definitions and discussions of development.

- i) Dependency paradigm
- ii) **Dominant paradigm**
- iii) Modernization paradigm
- iv) Developmental paradigm

37) Development communication refers to the combination of actions by:

- i) Government
- ii) Donors
- iii) Civil Society
- iv) **All of the given options**

38) _____ in development communication is decisive for behavioral change.

- i) **Intrapersonal communication**
- ii) Interpersonal communication
- iii) Meta communication
- iv) Non verbal communication

39) Which of the following city is American grid system of development?

- i) **Chicago**
- ii) New York
- iii) California
- iv) Washington

40) The effects of _____ cause the city to become 2 to 10° F warmer than surrounding landscapes.

- i) Modernization
- ii) Industrialization
- iii) **? Urbanization**
- iv) Globalization

41) The construction of new towns by the Housing Development Board of Singapore is an example of:

- i) **Planned urbanization**
- ii) Unplanned urbanization

- iii) Collision of nations
- iv) Urban designing

42) Which of the following refers to the process by which an innovation is communicated through certain channels over time among the members of a social system?

- i) Globalization
- ii) Demotion
- iii) ? **Diffusion**
- iv) Modernization

43) Which of the following paradigm of development communication stressed on the transfer of technology and socio-political culture of modernity from the developed North to the Third World?

- i) Development Paradigm
- ii) Dominant Paradigm
- iii) **Modernization Paradigm**
- iv) Dependency Paradigm

44) Community-based dengue prevention in Lahore is an example of _____.

- i) Media Advocacy
- ii) Development Communication
- iii) Community Empowerment
- iv) Social Marketing

45) All are the characteristics of Development Journalism, except:

- i) Inclusion of hitherto unheard voices
- ii) Cultural identity and community
- iii) Journalistic 'agency' or 'free will'
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- iii) Lasswell Formula
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47) Roger's Innovation Decision Process theory states that diffusion of innovation is a process that occurs over time through five stages. Which one is the first stage?

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- iii) Decision
- iv) ? Implementation

48) Who among the following defined development communication as "A process of dialogue, information sharing, mutual understanding and agreement, and collective action"?

- i) National Book Foundation
- ii) Rockefeller Foundation
- iii) Mckee Foundation
- iv) World Development Foundation

49) Which of the following theory dominates the early generation of development communication studies?

- i) Socialization

- ii) **Modernization.**
- iii) Post modernization
- iv) Development

50) As per modernization theory, which of the following was viewed as the "bottleneck" that prevented the adoption of modern attitudes and behavior for the sake of development?

- i) ? **Culture**
- ii) Information
- iii) People
- iv) Media.

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Replies to This Discussion

at 8:18pm

1)Development policies of the 1950s and 1960s paid little attention to the:

- i) **Equality of development benefits**
- ii) Growth of development projects
- iii)Implementation of development projects
- iv)None of the given options

2)As per Roger's Model of Diffusion of Innovation, the third world

countries' population is placed in the category of "Laggards". Which means that?

- i) **They are slow to adopt any change**
- ii) They do not take any time to adopt a change
- iii) They never adopt any change
- iv) They adopt the change if there are financial incentives

3) Over the last few years urbanization of rural areas has:

- i) No change
- ii)? Increased**
- iii) Decreased
- iv) Slow down

4) What is Not true for public service broadcasting?

- i) Universal appeal
- ii) Attention to minorities
- iii) National identity & community
- iv) ? Focus on rural (remotest) areas**

5) The roots of the modern western concept of development can be traced back from:

- i) Ancient Greece history
- ii)? Ancient Egypt history**
- iii) Ancient Roman history
- iv) Ancient Islamic history

6) Which of the following view considers communication as a source of power and oppression of individuals and social groups in the communication theory framework?

- i) Systemic
- ii)? Critical**
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- iv) Psychological

7) Which of the following country made an experimental satellite communication project to bring informational television programs?

- i) Maldives
- ii) Indonesia
- iii) Malaysia
- iv) ? India**

8) In the new view of development, communication is:

- i) **An important catalyst for change**
- ii) An important cause of change

- iii) The only catalyst of change
- iv) Not important in bringing change

9) When did David Berlo present his SMCR model?

- i) 1980
- ii) 1965
- iii) ? 1960**
- iv) 1970

10) Which of the following are two decoding skills according to David Berlo?

- i) ? Listening and reading**
- ii) Speaking and listening
- iii) Speaking and writing
- iv) Listening and writing

11) According to World Bank, "_____", if used correctly, can help increase workers' productivity, make governments and companies more flexible, and improve decision-making?

- i) Information technology**
- ii) Man power
- iii) Economic policies
- iv) Nuclear technology

12) Which of the following tool is used for audience segmentation, to identify perceived benefits, build programme brand and create demand in the process of change through communication?

- i) Mass Media
- ii) Folk Media
- iii) Social Mobilization**
- iv) Social marketing

13) The ultimate objective of development communication is to improve opportunities for _____ and access to information.

- i) International dialogue
- ii) Bilateral dialogue
- iii) Community dialogue
- iv) ? National dialogue**

14) Development communication refers to the combination of actions by:

- i) Government
- ii) Donors
- iii) Civil Society
- iv) **All of the given options**

15) How is empowerment measured?

- i) By delayed effects
- ii) **By social diffusion model**
- iii) By developing and refining indicators
- iv) By changing the social norms

16) Public service broadcasting is inherited from which of the following model?

- i) ? **BBC model**
- ii) SMCR model
- iii) Linear model
- iv) Circular model

17) In transistor radios there is _____ of communication.

- i) **One-way flow**
- ii) Two-way flow
- iii) Three-way flow
- iv) Tetra-way flow

18) What type of change is involved in development in which new ideas are introduced into a social system in order to produce higher per-capita incomes and levels of living through more modern production methods and improved social organization?

- i) **Social**
- ii) Material
- iii) Economical
- iv) Behavioral

19) The primary focus of FAO's work in communication for development lies in _____.

- i) **Rural areas**
- ii) Urban areas

- iii)Metropolitan level
- iv)Municipal level

20)Community-based dengue prevention in Lahore is an example of _____.

- i) Media Advocacy
- ii) Development Communication
- iii)Community Empowerment
- iv)**Social Marketing**

21) Research in urban ecology finds that larger cities provide _____.

- i) **More specialized goods and services**
- ii) Economies draw back
- iii)Environment pollution
- iv)Lack of transportation facilities

22) According to Everett M Rogers, which of the following is an engine of change from the 'traditional' to the 'modern' society?

- i) Development Journalism
- ii) **Development Communication**
- iii)Development Support Communication
- iv)Public service broadcasting

23) A Channel is _____ in the process of communication.

- i) **A vehicle used to deliver a message**
- ii) An audience preference
- iii)Part of a cable system
- iv)A package of information

24) Who among the following defined development communication as "A process of dialogue, information sharing, mutual understanding and agreement, and collective action"?

- i) National Book Foundation
- ii) Rockefeller Foundation
- iii)Mckee Foundation
- iv)World Development Foundation

25) According to Michael Lipton, the most important class conflict in the poor countries of the world today exists between:

- i) Labor and Capital Class
- ii) Foreign and National Interests
- iii) **Rural and Urban Class**
- iv) Elite and Middle Class

26) The phenomenon of upper and middle class people moving out of cities and into the suburbs is known as:

- i) **White Flight**
- ii) City Flight
- iii) Local Flight
- iv) Red Flight

27) In Asia, One of the fastest rates of industrialization occurred in the late 20th century across four countries which are known as:

- i) ? **The Asian Tigers**
- ii) The Asian Devils
- iii) The Asian Lions
- iv) The Asian Gorillas

28) Which of the following approach to development communication is associated with the elevation of the aspirations of the newly independent nations of the Third World for political, economic and cultural self-determination and an ideological distancing from Western forms of modernization?

- i) Dependency-dissociation Approach
- ii) Functionalist Approach
- iii) Modernization Approach
- iv) None of the given options

29) From which of the following perspectives, communication was understood as a linear, unidirectional process in which senders send information through media channels to receivers?

- i) **Transmission/persuasion**
- ii) Knowledge-transfer
- iii) Behavioral change

iv) Psycho analytical

30) Which of the following phenomena is considered to be a product of Technology and Capital?

- i) **Industrialization**
- ii) Communism
- iii) Localization
- iv) Religious extremism

•

31) What is Not true for public service broadcasting?

- i) Universal appeal
- ii) Attention to minorities
- iii) National identity & community
- iv) **Focus on rural (remotest) areas**

Which of the following is not a tool of Interpersonal communication?

Visioning sessions
Discussion and debate
Focus group discussions
Poster and banners

Which of the following does not come under the category of Group Media tools?

Photography, drawings, flip charts
Posters and banners
Video recordings
Theatre

Which of the following come under the category of Group media tools?

Audio recordings
Songs, music, sayings, stories
Role playing
Rural radio

Which of the following is best suitable approach for development communication campaign in rural area?

Participatory approach

Social marketing approach

Isolation approach

Integral approach

Local press comes under which of the following category?

Group media tool

Traditional media tool

Interpersonal communication tools

Mass media

Workshops and Exhibitions come under which of the following category?

Group media tool

Traditional media tool

Interpersonal communication tools

Mass media

PRA Techniques come under which of the following category?

Group media tool

Traditional media tool

Interpersonal communication tools

Mass media

Which of the following measures development in economic terms?

Dominant paradigm

Alternative paradigm

Social responsibility theory

Dependency theory

Dominant paradigm of development was generally thought to be valid or at least not questioned until when?

1970

1980

1990

2000

Which of the following remains the most widely available and affordable mass

medium for disadvantaged groups?

Radio

Multimedia

Slide tape programmes

Tele text

Which of the following is the Common misconception about the role of communication in development?

Information is enough to change behavior.

Unrealistic expectations about time of effects.

Communication is only necessary for a short period of time.

Media training is sufficient to address communication problems.

"Combination of actions by governments, donors, and civil society." It refers to which of the following key approaches?

Focus on individual and contextual factors

Integrate top-down and bottom-up approaches

Have a tool-kit approach

Combine media and interpersonal communication

Social mobilization is used for which of the following purposes?

To bolster participation from a variety of organizations and support outreach efforts.

To identify perceived benefits, build program brand and create demand.

To gain support from governments and donors and to put issues in the public agenda.

To reach large populations, particularly during emergencies

All of the following are the tools of traditional media, EXCEPT?

Story telling

Songs

Theatre

Slideshows

All of the following are the mass media tools, EXCEPT?

Rural Radio

Television

Discussion and Debate

Internet

6. Popular/folk media implicit to be less effective to generate dialogue and activate information networks.

False

7. Combining media and interpersonal communication stimulates social networks and peer conversation.

True

8. Development Communication can not utilize interpersonal channels.

False

9. Interpersonal Communication is very important for behavioral change.

True

10. Participatory rural appraisal techniques fall under the category of interpersonal communication tools.

True

•

at 8:22pm

At the heart of industrialization were **technology** and capital, which substituted for labor.

Technology

Capital

Both technology and capital

None of the given options

----- paradigm/s rest on the premise of (limitless) economic growth.

Neo traditional

Neo marxist and neo classical

Technological

Global

During the 1970s new discourse/s of Sustainable development emerged which appeared to challenge the dominant paradigm

Sustainable development

Limited development
Technology
All of the given options

4. In the field of development, (WID) approach refers to -----.

Women integrated development
Western independent development

Women in development

None of the given options

5. In the late 1960s and the 1970s world events, combined with intellectual critiques, began to crack the credibility of the dominant paradigm.

Dominant paradigm

Alternative development paradigm
New paradigm of development
Global development paradigm

6. Which one is not among the five freedoms of Amartya Sen's concept of development?

Political freedom
Economic facilities

Choices and capabilities

Social opportunities

7. The year 1760 is generally accepted as the "eve" of -----.

The French Revolution

The Industrial Revolution

Elite Revolution
Good Will Revolution

8. Dominant paradigm uses ----- communication to spread development.

Top Down

Horizontal
Bottom to Top
None of the given options

9. Dominant put its focus on the ----- development.

Spiritual
Human
Material
None of the given options

10. In the early **1970s**, modernization theory was the dominant paradigm of the development communication.

2007
1970
1870
1800

Summative evaluation is done ----- of the implementation of the programme.

At the start
At the end
During the designing
None of the given options

2. The kinds of approaches to evaluation based on the intentions of the evaluator are -----.

Process vs. Outcomes
Internal vs. external
Formative vs. summative
None of the given options

3 ----- is the process of exchange of information between two points usually via a common system of symbols

Communication
Development
Development journalism
None of the given option

4. The aim of development communication is to find strategies -----
-----.

For mobilizing people
For mobilization of resources

For development goals.

All of the given options

5. The term "Development Communication" was coined by-----
---.

David Marshal

Nora C. Quebral

Dr. Beire

Alfonso Gumucio

6. A ----- is someone who engages either deliberately or
whose behavior results in social, cultural or behavioral change.

Laggard

Adopter

Change agent

None of the given options

7. The study of the diffusion of innovation is the study of -----
-- new ideas and technology spread through cultures.

How

Why

At what rate

All of the given options

8. ----- is the material in the message that was selected by
the source to express his/her purpose.

Content

Code

Channel

Treatment

9. Multimedia consists of -----.

Audio

Video

Graphics and text

All of the given options

Two decoding skills in SMCR model are -----.

Listening and reading

Reading and writing

Listening and writing

Listening and writing

Posters are the part of

Audio material

Visual material

Audio video material

None of the given options

2. Talk boards are.

Posters with words

Posters without words

Video stories

All of the given options

3. **Radio** remains the most widely available and affordable mass medium for disadvantaged groups.

Radio

Multimedia

Slide tape programmes

Tele text

4. Community radio is a type of radio service that caters to the interests of a certain area, broadcasting material that is popular to ----
----- but is overlooked by more powerful broadcast groups.

International audience

local audience

journalists

none of the given options

5. A ----- is an artificial satellite stationed in space for the

purposes of telecommunications or reconnaissance using radio at microwave frequencies.

Intelligent telephone

Broadcast tele-text

Video text

Communication satellite

6. Slide tape programmes use sound effects to enhance the effectiveness of the message.

True

False

7. Theater is a form of development communication projection.

True

False

8. Community radio helps the neglected communities to be heard and to participate in development processes within societies.

True

False

9. Multimedia do not combines audio, video, graphics and text.

True

False

10. Video text is a two way interactive system that links computer data bases to television sets.

True

False

Behaviour change model has been the dominant paradigm in the field of -----

Development communication

Development Support communication

Development Journalism
None of the given options

2. ----- was viewed as the bottleneck that prevented the move into a modern stage.

Technology
Culture
Government
Mass media

3. The media were ----- of modernization.

Channels
Indicators
Both Channels and Indicators
Neither Channel nor indicators

4. The ----- models implicitly assumed that the knowledge of the governments and agencies was correct.

Lasswell communication
Top down approach of persuasion
Bottom up approach of persuasion
None of the given options

5. Participatory theories criticized the modernization theory on the ground that it promoted a ----- view of development.

Top down
Ethnocentric
Paternalistic
All of the given options

6. Luis Ramiro Beltran Says that the solution of underdevelopment problems was essentially informational rather than merely political.

True
False

7. Communication initiatives should make use of all media channels available, both modern and traditional.

True

False

8. Community radio does not enable neglected communities, such as women, to be heard and to participate in democratic processes within societies.

True

False

9. Dependency theorists argued that the problems of underdevelopment were internal to Third World countries and were not determined by external factors and the way former colonies were integrated into the world economy.

True

False

10. Entertainment- education is concerned with social change at individual level only.

True

False

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Technology

Capital

Both technology and capital

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2. ----- paradigm/s rest on the premise of (limitless) economic growth.

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----- is source-oriented because the communicator does not care about the needs and level of his/her targets.

Development Support Communication
Communication
Development Communication
Development Journalism

In 1975 and 1976, an experimental satellite communications project called-----was used to bring informational television programs to rural India.

SEEN
SITE
SETELLITE
SETUP

World agriculture produces ----- more calories per person today than it did 30 years ago, despite a 70% population increase

17%
30%
71%
03%

The United Nations pledged in 1990 to halve the number of people suffering from hunger by -----.

2001
2000
2015
2007

A simple theoretical construction in our minds representing some reality that exists is called -----.

Model
Sculpture
Theory
Hypothesis

Aristotelian model of communication is the model of ----- times.

Medieval
Classical Greek
Modern
Post Modern

Who presented the basic model of linear communication?

Harold Lasswell
Everett Roger
Osgold
Berlo

SMCR model is presented by
Harold Lasswell
Everett Roger
Osgold

Berlo

-----is the art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential.

Development Communication
Development Support Communication

Development Journalism

Development Process

The element of feedback is not included in ----- model of communication.

Lasswell

Berlo

Shannon and Weaver

Roger and Dearing