



University of Kelaniya – Sri Lanka

Centre for Distance & Continuing Education

Bachelor of Arts (General) Degree Second Examination (External) - 2012
March - May 2015

Faculty of Social Sciences

Mass Communication - MACO- E2025

Development, Media Usage, Institutions and Organizations

Answer five (05) questions only

No. of questions: 08

Time : 03 Hours

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01. “Social development depends on the economic development. However, development is a holistic approach for the persistence of the well- being.” Explain.
 02. Clarify the relevance of communications in development using theoretical ideas and practical examples.
 03. “Balanced process of a variety of sectors which focuses to manage natural resources for the future generations has been concerned by the modern development discourse and practice.” Describe.
 04. Illustrate the capacity of traditional forms of communications and new media on development programs, using examples.
 05. How do World Bank, International Monetary Fund , United Nations’ Organisations and Asian Development Bank affect on national development projects? Describe.
 06. Propose an appropriate development communication program choosing a recent development problem in Sri Lanka.
 07. What is the necessity of conducting scientific researches in development ? Discuss.

08. **Either**

Comment on the positive and negative effects of local development activities made after in 1980s.

Or

Write short notes on any **four (04)** topics.

1. Community Radio
2. Mobile Personality and Empathy
3. Modernisation and Media
4. Use of ICT in development
5. Community development and small group communication
6. Modern development discourse
