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**THE OPEN UNIVERSITY OF SRI LANKA**  
**DEPARTMENT OF SOCIAL STUDIES**  
**MA IN DEVELOPMENT STUDIES AND PUBLIC POLICY**  
**(A COLLABORATIVE PROGRAMME OF THE OUSL AND MARGA INSTITUTE)**  
**SSP2131/2105 – DEVELOPMENT COMMUNICATION FOR BEHAVIOUR AND SOCIAL CHANGE**  
**FINAL EXAMINATION – 2010**

**DURATION: THREE (03) HOURS**

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**Date: 02 October, 2010**

**Time: 9.30 am – 12.30 pm**

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**Answer four (04) questions. Each question carries 25 marks.**

1. A strategic communication plan involves identifying the steps in strategic impact assumptions and the use of strategic media. Discuss with relevant examples.
2. Planned communication often fails in developing countries as a result of conferring status to irrelevant issues as communication problems. Explain.
3. A pivotal role in the diffusion of innovations process is played by the change agents according to Rogers. Discuss
4. Network analysis is holistic, producing an overall image of how the whole network is structured in getting the best results possible. Discuss.
5. Kotler has identified four types of social change: (1) cognitive change; (2) action change; (3) behavioural change; (4) value change. Discuss these changes in the context of social marketing.
6. One can prevent Dengue and Chikungunya epidemics with a good communication campaign. Explain citing examples.
7. The diffusion process often embodies the two-step flow of information model. Discuss.
8. Based on when they embrace an innovation, Rogers (1983) has identified adopters belonging to five types. Explain.
9. Write short notes on the following:
  - (a) Communication and decentralization.
  - (b) Information officers.
  - (c) Communication theories in the context of behavioural change.
  - (d) Using 'Opinion Leaders' for campaigns.