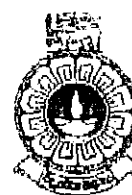


THE OPEN UNIVERSITY OF SRI LANKA
BA DEGREE IN SOCIAL SCIENCES – LEVEL 4 (2006)
FINAL EXAMINATION (1ST SEMESTER)
DEVELOPMENT COMMUNICATION AND POLICY PLANNING – SSU 2201



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DURATION – THREE (03) HOURS

Date: 19th November 2006

Time: 1.00 p.m. – 4.00 p.m.

Answer five (05) questions only. Each question carries 20 marks.

1. What are the key socio-economic factors you would consider in national development planning at grass root level?
2. Discuss some of the competing views held by Scholars in the context of national development.
3. Explain the concept of sustainable development in the context of our social and the natural environment.
4. Why should we think in terms of long term policies in sustainable development. Discuss.
5. Design a development communication action plan for development of Tsunami affected fishing communities.
6. Use of new communication technology is a must for national development. Discuss.
7. “Attitudinal change is so important in eradicating poverty in a country”. Discuss.
8. Discuss the possible limitations of using mass media extensively for rural agricultural development in Sri Lanka.
9. Write short notes on any **four (04)** of the following themes.
 - (i) Accuracy of message in health communication.
 - (ii) Media literacy in the context of national development.
 - (iii) Folk media
 - (iv) Non formal education
 - (v) Key steps in diffusion of innovations