

**THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL IV
FINAL EXAMINATION – 2007/2008
SSU 2201 – DEVELOPMENT COMMUNICATION & POLICY PLANNING**



DURATION: THREE (03) HOURS

Date: 13th September 2008

Time: 1.30 p.m. – 4.30 p.m.

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

1. The concept of modernity is helpful as explained by First World scholars for those in the Third World to be locally and globally competitive. Discuss.
2. What are the fundamental differences between the Marxist/Socialist Model and the Capitalist/Liberal Model of development? Discuss their validity within the emerging socio-political and economic realities internationally.
3. Diffusion of innovative ideas needs to be done in a timely manner in the context of national development. Discuss with reference to the fundamental steps connected with the process of diffusion.
4. "Policy planning and development in the developing world often lack commitment to professionalism". Discuss with reference to principles and norms that should guide this process.
5. What is the significance of the concept of agricultural extension in modernizing the farming industry? Discuss with reference to problems connected with conventional extension systems in agricultural communication.
6. What is the scope as well as the contribution made by Social Marketing in the context of development communication?
7. Unproductive and unhealthy life styles are best countered by effective health communication strategies. Discuss.
8. Social, political and economic empowerment of people is a must for poverty alleviation. Discuss.
9. Sustainable development has much to do with meaningful balancing of material and physical self sufficiency of people with spiritual and cultural self sufficiency. Discuss.

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