



THE OPEN UNIVERSITY OF SRI LANKA  
MASTER OF ARTS DEGREE IN DEVELOPMENT STUDIES AND PUBLIC  
POLICY  
FINAL EXAMINATION – 2008  
SSP 2105 – COMMUNICATION FOR SOCIAL AND BEHAVIOUR CHANGE

DURATION – THREE (03) HOURS

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Date: 12<sup>th</sup> July 2008

Time: 1.30 p.m. – 4.30 p.m.

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Answer three (03) questions only.

1. Effective dissemination of information is a fundamental professional obligation of information officers. Discuss with appropriate examples.
2. Organisational communication deals with specific publics targeted purposefully. Discuss.
3. Explain what is meant by strategic communication with reference to its scope for behavioural change.
4. What is the significance of a development communication plan? What does it strive to achieve?
5. Communication networking both at interpersonal and at institutional levels need to be maximized by development communicators. Discuss.
6. Decentralised communication is a concept that needs to be understood meaningfully in the national development process. Discuss.
7. Although mass media serves a useful role in disseminating information to the larger public, interpersonal communication is most effective in bringing about behavioural changes in people. Discuss.
8. Social Marketing deals with complex educational messages aimed at national development and becomes effective in establishing complex ideas in the minds of the general public. Discuss.
9. Write short notes on the following.
  - (i) Scope of advocacy
  - (ii) Entertainment education
  - (iii) Diffusion of Innovation Theory
  - (iv) Social mobilization