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THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
MASTER OF ARTS DEGREE IN DEVELOPMENT STUDIES AND PUBLIC
POLICY
DEVELOPMENT COMMUNICATION FOR BEHAVIOUR AND SOCIAL
CHANGE (SSP 2131)
FINAL EXAMINATION - 2009

DURATION: THREE (03) HOURS



Date: 5th September 2009

Time: 1.00 p.m. – 4.00 p.m.

Answer three (03) questions only

1. "Interpersonal Communication is most effective in bringing about behavioral changes in most people." Discuss the validity of this statement.
2. "Communication Support is the co-ordinated use of different communication methods for the purpose of focusing attention on, and offering a solution to specific problem." Discuss.
3. Decentralization of government powers and functions may come as deconcentration or devolution. Explain with relevant examples.
4. Communication theories should be positively used by information officers who have to disseminate vital information to the public. Discuss.
5. Adherence to five basic principles distinguishes social marketing from other social behavioral change approaches. Comment.
6. In the field of development information, networking is the process by which diverse individuals or groups share each other's communication resources in response to an information need or problem. Discuss.
7. Using the ABCD approach, write a comprehensive communication plan to eradicate the dengue epidemic.
8. Strategic communication contingency communication in a conflict or crisis situation. Discuss the relevant examples.
9. Models of public organizational communication are based on concepts that have been developed in the West and are not that effective in Asia. Discuss.

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