

THE OPEN UNIVERSITY OF SRI LANKA
MA DEGREE IN DEVELOPMENT STUDIES AND PUBLIC POLICY 2011/2012
MARGA – THE OPEN UNIVERSITY OF SRI LANKA COLLABORATIVE
PROGRAMME - LEVEL VII
FINAL EXAMINATION
SSP2131/2105 - DEVELOPMENT COMMUNICATION FOR BEHAVIOUR & SOCIAL
CHANGE



0016

DURATION – THREE (03) HOURS

Date: 04th September 2011

Time: 9.30 a.m. – 12.30 p.m.

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

1. "One of the reasons why planned communication often fails is that all social problems are treated as communication problems by some practitioners". Discuss the validity of this statement.
2. Behaviour specialists hold that adoption process is divided into different stages, each with its own characteristics. Discuss giving relevant characteristics as examples.
3. If you are given the responsibility of reducing noise pollution in your neighborhood, how could you make use of T. Kurth's (1981), three Es framework to help you? Write a campaign for reducing noise pollution in your own neighbourhood.
4. "Passing of the traditional paradigm of national development and communication was heavily oriented towards change induced from outside and above". Assess the validity of this statement from the view point of a development communication specialist.
5. "Social Marketing of communication is not necessarily a tool, but a solution". Discuss.
6. Knowing the functions of communication is important to communication learners. Examine.
7. "The sole purpose of communication planning is often the promotion of an innovation". Discuss by giving examples relevant to the agricultural sector in Sri Lanka.
8. "Biases stemming from linear model has given way for proliferation of networking". Discuss.
9. Consider a number of networks that you belong to. Which of the following roles do you play in them? Does your role vary between various networks?
 - (i) Membership;
 - (ii) Liaison;
 - (iii) Star;
 - (iv) Isolate;
 - (v) Boundary-spanning.

*****Copyrights reserved*****