

**THE OPEN UNIVERSITY OF SRI LANKA**  
**MA DEGREE IN DEVELOPMENT STUDIES AND PUBLIC POLICY 2013/2014**  
**MARGA – THE OPEN UNIVERSITY OF SRI LANKA COLLABORATIVE PROGRAMME**  
**LEVEL VIII**  
**SSP2131 / SSP2105– DEVELOPMENT COMMUNICATIONS FOR BEHAVIOUR**  
**AND SOCIAL CHANGE**  
**FINAL EXAMINATION**



**DURATION: THREE (03) HOURS**

**Date: 14.12.2013**

**Time: 9.30 a.m. – 12.30 p.m.**

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

1. “Strategic communication is an evidence-based, results-oriented process, undertaken in consultation with the participant group(s)”. Explain giving examples.
2. “If development is something done with the people, not to them, communication for development must be central to any development initiative from the very beginning”. Explain.
3. The concept of dialectics has been conceptualized in various ways. Explain the four (04) elements central to this conceptualization with examples.
4. Effective communication tools are needed to restore normalcy in the aftermath of any emergency. Describe what they are.
5. Monitoring and evaluation are very important functions in a large scale human development programmes. Explain giving relevant examples.
6. It is believed that passing of the traditional paradigm of national development and communication was too heavily oriented towards change induced from outside and above. Discuss.
7. Social Marketing is one of the tools that can be used for behavior change. Explain.
8. Even today, Hornik’s (1988) conceptualization of the functions of communication is one of the best behavioral changes especially for agriculture and nutrition programs. Explain.