

**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**



**DURATION – THREE (03) HOURS**

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**Date: 22<sup>nd</sup> December 2012**

**Time: 9.30 a.m. – 12.30 p.m.**

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

1. Communication for development is not a quick fix. It requires long term planning and engagement. Comment giving your views.
2. The notions of feedback and Feedforwrd are important for a communication planner. Comment citing examples.
3. Organizing for social change is a difficult task. However, it needs to be done. Explain.
4. Hornik's (1988) conceptualization of the functions of communication are one of the best specially for agriculture and nutrition programs. Comment.
5. E.M. Roger's (1978) had noted that the passing of the traditional paradigm of national development and communication was too heavily oriented towards change induced from outside and above. Discuss.
6. Compare and contrast the difference between strategic communication and participatory communication.
7. The diffusion of innovation theory is important and it may be adapted to accommodate special cases. Discuss.
8. What are effective communication tools that are needed to restore normalcy in the aftermath of any emergency?
9. Though key marketing concepts and key marketing principals are included 'social marketing is entirely different. Explain.

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