

2021

JOURNALISM & MASS COMMUNICATION-HONOURS

INTERNAL ASSESSMENT

SEM V

THEORY

PAPER: CC-5-12

FULL MARKS: 10

TIME: 11 am

All questions carry equal marks

1. Answer any One question from the following: 10

- a. What is Development? Discuss about the measurements of development? 6+4
- b. What is Diffusion of Innovation Theory?
- c. What is SITE? Elucidate.