VIRTUAL UNIVERSITY OF PAKISTAN

A Good Education is a Foundation For a Better Future

CORRECT ANSWER SOLVED BY HADI
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(Final Term Past Paper)

MADE AND SOLVED BY TEAM HADI

WARNING: Team HADI is not responsible for any mistake or wrong answer. All students reading and using this document may check and confirm the answers at their own.

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Best of luck!

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Question No : 7 of 64 **Marks: 1 (Budgeted Time 1 Min)**

How is empowerment measured?

Answer (Please select your correct option)

- By delayed effects
- By social diffusion model
- By developing and refining indicators
- By changing the social norms

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Question No : 8 of 64 **Marks: 1 (Budgeted Time 1 Min)**

New urbanism movement was started in which of the following decade?

Answer (Please select your correct option)

- 1980s
- 1990s
- 1960s
- 1970s

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Question No : 16 of 64 **Marks: 1 (Budgeted Time 1 Min)**

Media advocacy criticizes _____ for having an individualistic, behaviorist approach to health and social problems that narrows interventions to public information campaigns.

Answer (Please select your correct option)

- Media Policy
- Social marketing
- Social mobilization
- Social advocacy

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Question No : 17 of 64 **Marks: 1 (Budgeted Time 1 Min)**

A successful mobilization must be built on the basis of mutual benefits of partners and a _____structure.

A successful mobilization must be built on the basis of mutual benefits of partners and a decentralized structure.....TEAM HADI

Answer (Please select your correct option)

- Centralized
- Decentralized
- Regional
- National

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Question No : 18 of 64 **Marks: 1 (Budgeted Time 1 Min)**

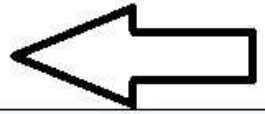
Which type of mobilization is one of the main resources in implementing behavior change?

Community mobilization is one of the
main resources in implementing behavior change.....TEAM HADI

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Answer (Please select your correct option)

- International
- National
- Global
- Community



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Question No : 20 of 64 **Marks: 1 (Budgeted Time 1 Min)**

Which of the following supports a participatory development or research for development process?

The methodological approach

Participatory development communication supports a participatory development or research for development process.

We usually represent such a process through four main phases, which of course are not separated but are interlinked: diagnosis, planning, intervention or experimentation, and assessment (see Figure 1). Upon

Answer (Please select your correct option)

- Participatory development communication
- Development support communication
- Development communication
- Dominant paradigm

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Question No : 21 of 64 **Marks: 1 (Budgeted Time 1 Min)**

A rural radio broadcast or an article in the local paper can also be useful at _____.

Answer (Please select your correct option)

- Focus group
- Seminars
- Meetings
- Extending group discussion sessions



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Question No : 30 of 64 **Marks: 1 (Budgeted Time 1 Min)**

Which of the following rejects the idea that the media can be a source of only anti-social messages, and instead, proposes to include socially relevant themes in entertainment?

Answer (Please select your correct option)

- Media advocacy
- Social mobilization
- Social marketing
- Social attitude

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Question No : 33 of 64 **Marks: 1 (Budgeted Time 1 Min)**

Social mobilization strengthens advocacy efforts and relates them to which of the following activities?

Answer (Please select your correct option)

- Mass media
- Social marketing
- Public relation
- Management marketing

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Question No : 34 of 64 **Marks: 1 (Budgeted Time 1 Min)**

A successful mobilization must be built on the basis of mutual benefits of which of the following?

A successful mobilization must be built on the basis of mutual benefits of partners and a decentralized structure.

Answer (Please select your correct option)

- Social agencies
- Partners and a decentralized structure
- Associates and development workers
- Social mobilizers and community workers

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Question No : 39 of 64 **Marks: 1 (Budgeted Time 1 Min)**

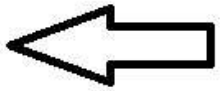
All of the following are the tools of traditional media EXCEPT:

Everyone is familiar with the notion of communication "media". Generally, we distinguish between the mass media (newspapers, radio, television), the traditional media (storytelling, theatres, songs), "group" media (video, photographs, posters), and community media such as short-range rural radio broadcasting.

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Answer (Please select your correct option)

- Story telling
- Songs
- Theatre
- Slideshows



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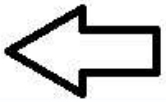
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Question No : 40 of 64 **Marks: 1 (Budgeted Time 1 Min)**

The PDC stands for:

Answer (Please select your correct option)

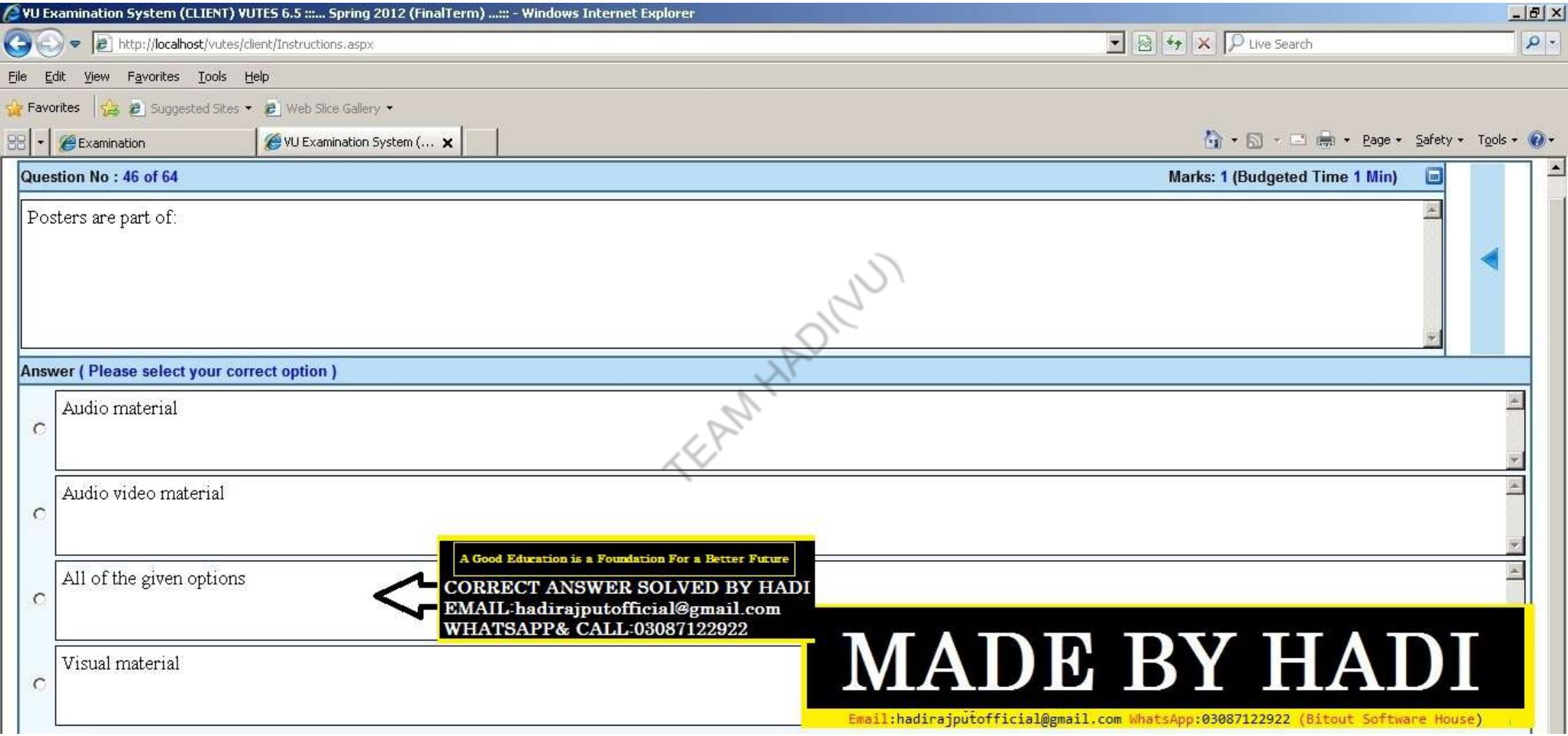
- Parameters of Development communication
- Pakistan Democratic Council
- Participatory Democracy through communication
- Participatory development communication



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Question No : 46 of 64
Marks: 1 (Budgeted Time 1 Min)
Posters are part of:
Answer (Please select your correct option)
Audio material
Audio video material
All of the given options
Visual material
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Question No : 50 of 64 **Marks: 1 (Budgeted Time 1 Min)**

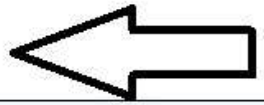
Development originally meant the process by which Third World societies could become more like Western developed societies as measured in terms of:

Development originally meant the process by which Third World societies could become more like Western developed societies as measured in terms of political system, economic growth, and educational levels (Inkeles & Smith 1974).....team hadi

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Answer (Please select your correct option)

- Political system
- Economic growth
- Educational levels
- All of the given options



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Question No : 51 of 64 **Marks: 1 (Budgeted Time 1 Min)**

According to Lazarsfeld and Katz's opinion leader theory, which of the following were crucial in channeling and shaping opinion?

Answer (Please select your correct option)

- Interpersonal relations
- Media- Govt Relations
- International Relations
- All of the given options

However, diverging from the media-centrism and "magic bullet" theory of effects that underpinned earlier analyses, Rogers and subsequent "diffusion" studies concluded that the media had a great importance in increasing awareness but that interpersonal communication and personal sources were crucial in making decisions to adopt innovations. This revision incorporated insights from the opinion leader theory (Katz and Lazarsfeld 1955) according to which there are two steps in information flow: from the media to opinion leaders, and from leaders to the masses. Media audiences rely on the opinions of members of their social networks rather solely or mainly on the mass media. In contrast to powerful media effects models that suggested a direct relation between the mass media and the masses, Lazarsfeld and Katz found that interpersonal relations were crucial in channeling and shaping opinion. This insight

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Question No : 52 of 64 **Marks: 1 (Budgeted Time 1 Min)**

Which of the following term can be described as a comprehensive planning approach that emphasizes political coalition building and community action?

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Answer (Please select your correct option)

- Social mobilization
- Social Marketing
- Development Journalism
- Globalization

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Question No : 53 of 64 **Marks: 1 (Budgeted Time 1 Min)**

Spread of some fetal disease in a state is an example of which of the following?

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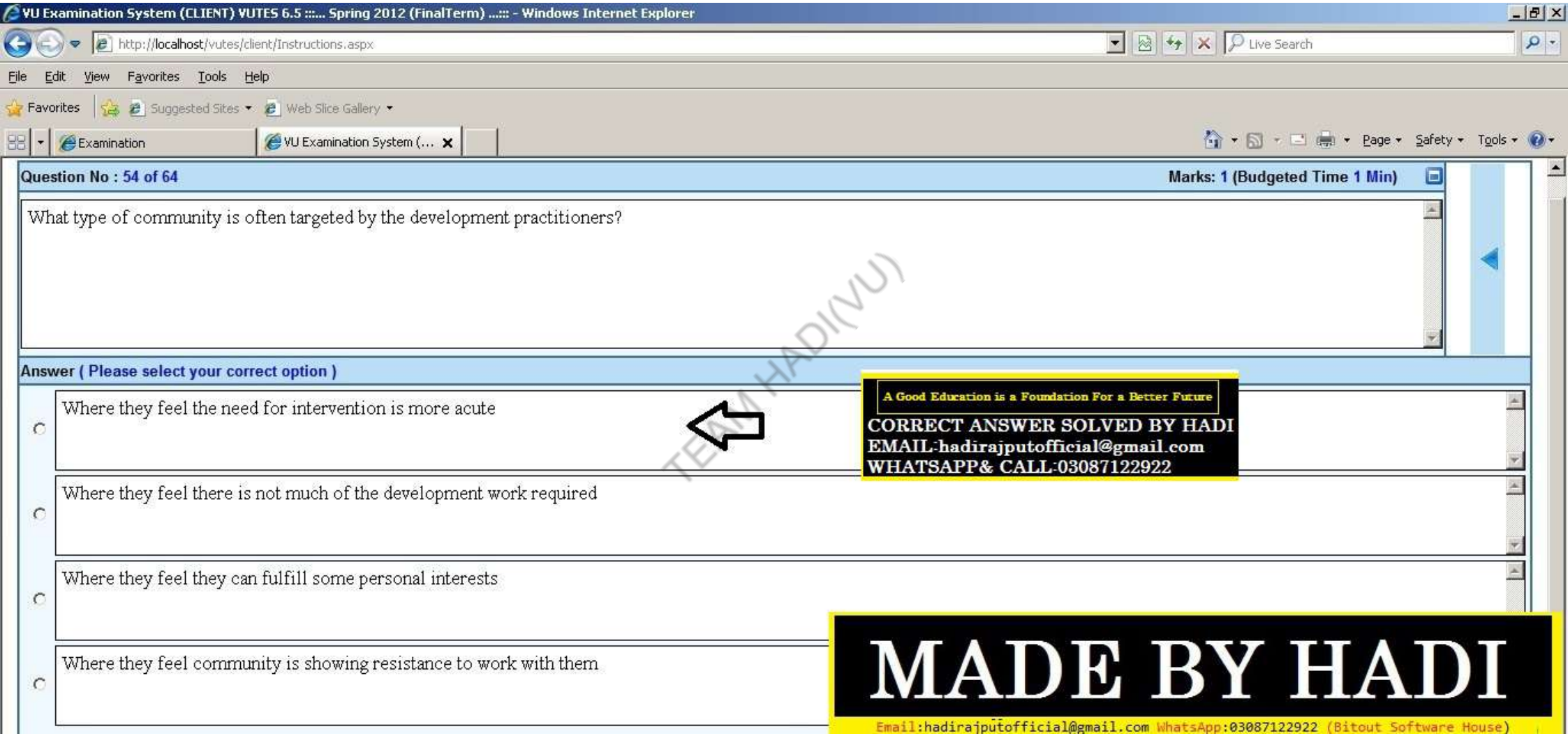
Answer (Please select your correct option)

- Non conflict related disasters
- Open conflict
- Latent conflict
- Post conflict

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Question No : 54 of 64
Marks: 1 (Budgeted Time 1 Min)
What type of community is often targeted by the development practitioners?
Answer (Please select your correct option)
Where they feel the need for intervention is more acute
Where they feel there is not much of the development work required
Where they feel they can fulfill some personal interests
Where they feel community is showing resistance to work with them
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