

Duration: 21/2 hrs

Total Marks:75

N.B:1. All questions are compulsory.

2. Figures to the right indicate marks.

3. Draw neat and labeled diagrams wherever necessary.

- Q.1) (A) Explain any 7 features of urban community. (7)
OR
(A) Describe urbanization in post-independence period. (7)
(B) Explain the relationship between urbanization and industrialization. (8)
OR
(B) Explain the process of turning a village into a mega city. (8)
(C) **Attempt any ONE of the following:** (5)
(i) Explain criteria adopted by Census of India to define a city.
(ii) Explain difference between Urban, Urbanism and Urbanization
- Q.2) (A) How are work environment and work behaviour associated? (7)
OR
(A) Explain how construction industries contribute in GDP of the countries giving examples. (7)
(B) Explain the characteristics of healthy work culture. (8)
OR
(B) What are the preconditions and consequences of industrial development? (8)
(C) **Attempt any ONE of the following:** (5)
(i) Define and describe work and industrial work.
(ii) Explain some of the problems faced by farmers in India.
- Q.3) (A) What is the difference between Magic bullet theory and two step flow theory? (7)
OR
(A) How do we understand "Other" through the study of Rumour? (7)
(B) Critically evaluate Noordin Top's case to study rumours and strategic communication. (8)
OR
(B) What is the key difference between Libertarian theory and Social responsibility theory of press? (8)
(C) **Attempt any ONE of the following:** (5)
(i) Explain how rumours during Mumbai terrorist attacks were studied.
(ii) What are the characteristics of Soviet Communism theory?
- Q.4) **Attempt Any THREE of the following:** (15)
(i) Explain the city development in British period in India.
(ii) What is modernization and how is it associated with urbanization?
(iii) Enlist some ethical guidelines at work place.
(iv) How can farmer's problems be solved?
(v) Write a short note on Multi-step flow theory of press.
(vi) Write some advantages and disadvantages of electronic media.