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Courses » Strategic Communication for Sustainable Development

Announcements Course Ask a Question Progress



Unit 4 - Week 3

Course outline

How to access the portal ?

Week 1

Week 2

Week 3

- Lecture 12 : Tools of Strategic Communication for Sustainable Development
- Lecture 13 : Role of Strategic Communication for Sustainable Development
- Lecture 14 : Role of Stakeholders in Strategic Communication for Sustainable Development
- Lecture 15 : Systems Approach to Identifying Decisive Information
- Lecture 16 : Adapting CSR Communication Strategies to Sustainable Development
- Lecture 17 : Strategic Conversations
- Lecture 18 : Creating a Strategic Communication Plan

Week 3: Assignment 3

The due date for submitting this assignment has passed. **Due on 2016-09-29, 23:30 IST**
As per our records you have not submitted this assignment.

1) The communicator's role as a manager in development involves: 1 point

- Developing an awareness of the dynamic nature of the environment and its impact on the future of the organization.
- Sharing the implications of the changes in the environment with the stakeholders.
- Executing the plans made to deal with the changes in the environment.
- None of the above.

No, the answer is incorrect.

Score: 0

Accepted Answers:

Sharing the implications of the changes in the environment with the stakeholders.

2) According to Styne and Puth's model, the integrated role of a communication expert in an organization includes: 1 point

- Understanding the environment in which the organization is functioning in relation to the overall corporate strategy.
- Developing a plan for implementing communication strategies in line with the overall corporate strategy.
- Understanding the environment, developing a plan suited to the environment, and taking feedback from the environment regarding the communication strategies that have been implemented and their impact on the overall corporate strategy.
- None of the above.

No, the answer is incorrect.

Score: 0

Accepted Answers:

Understanding the environment, developing a plan suited to the environment, and taking feedback from the environment regarding the communication strategies that have been implemented and their impact on the overall corporate strategy.

3) Among the tools of strategic communication of sustainable development proposed by GTZ, Environmental Communication refers to: 1 point

- Planned use of communication processes and media products to support effective policymaking, public participation and project implementation geared towards social, economic, political & ecological development.

- Lecture 19 : Communication for Behavioral Impact (COMBI) for Sustainable Development
- Quiz : Week 3: Assignment 3
- References for Week 3
- Solution to Assignment 3
- Slides for Week 3

Week 4

- The bridge between the hard technical know-how of the subject matter of environmental issues and related soft action oriented practice and socio-political processes.
- Information seeking by and with people for the purpose of policy change through participation by local residents and stakeholders.
- None of the above.

No, the answer is incorrect.

Score: 0

Accepted Answers:

The bridge between the hard technical know-how of the subject matter of environmental issues and related soft action oriented practice and socio-political processes.

4) Among the tools of strategic communication of sustainable development proposed by GTZ, Non Formal Education is 1 point

- Institutionalized teaching of factual knowledge of physical, chemical and biological inter-relationships of complex natural systems and their reactions to human interventions on a local, regional & global scale.
- Sharing of knowledge, values, social & communication as well as entrepreneurial & technical skills in a process and action oriented way so as to foster sustainable development.
- Further professional qualification and capacity building for planning, implementing, & monitoring sustainable production & service provision process in all sectors.
- None of the above.

No, the answer is incorrect.

Score: 0

Accepted Answers:

Sharing of knowledge, values, social & communication as well as entrepreneurial & technical skills in a process and action oriented way so as to foster sustainable development.

5) According to GTZ, Recognizing as a role of strategic communication in sustainable development, involves and can be achieved through 1 point

- developing an awareness of the needs of the environment, regular feedback from the environment.
- an ability to monitor the impact of communication strategy, integrating communication in the mix of policy instruments.
- utilizing communication strategy to address problems, measurement and evaluation through qualitative research.
- None of the above.

No, the answer is incorrect.

Score: 0

Accepted Answers:

developing an awareness of the needs of the environment, regular feedback from the environment.

6) Key stakeholders are: 1 point

- People or groups which are directly affected, in a positive or negative way, by a strategy, decision, or action of a company, organization, or community.
- People or groups that are indirectly affected, either positively or negatively, by a company, or organization, or community decision or action.
- The people who actually make and implement decisions or play a make or break role in the decision making process.
- None of the above.

No, the answer is incorrect.

Score: 0

Accepted Answers:

The people who actually make and implement decisions or play a make or break role in the decision making process.

7) Promoters have

1 point

- a great interest in the decision & the power to help make it successful.
- a vested interest and can voice their support in the community, but have little actual power to influence the decision in any way.
- the power to influence a decision greatly if and only if they become interested in the decision.
- None of the above.



No, the answer is incorrect.

Score: 0

Accepted Answers:

a great interest in the decision & the power to help make it successful.

8) Stakeholder involvement strategy includes,

1 point

- One-way communication, from the organization to its stakeholders, telling not listening.
- Two-way asymmetric, sender oriented communication that focuses on convincing stakeholders of the attractiveness of the message.
- A dialogue with the stakeholders.
- None of the above.

No, the answer is incorrect.

Score: 0

Accepted Answers:

A dialogue with the stakeholders.

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