

**MSW**  
**First Semester**  
**DEVELOPMENT COMMUNICATION & PROFESSIONAL SKILL**  
**FOR SOCIAL WORK**  
**(MSW - 105)**

**Duration: 3Hrs.**

**Full Marks: 70**

Part-A (Objective) =20  
Part-B (Descriptive) =50

**(PART-B: Descriptive)**

**Duration: 2 hrs. 40 mins.**

**Marks: 50**

**Answer any four from Question no. 2 to 8**  
**Question no. 1 is compulsory.**

1. What role would personality play in working life and in the behaviour of individuals at work? Illustrate with an example. (6+4=10)
2. Discuss the five different bases of power in detail. (10)
3. Define conflict and the various approaches that can be adopted to resolve it. (10)
4. Discuss the causes and impacts of stress in the context of management. (5+5=10)
5. Display your time management skills by enlisting at least 10 time management skills/ techniques if you are the team leader handling an international collaboration project that has to be completed within a time frame of six months from the date of inception. (10)
6. Define communication. Specify and explain the various media and barriers to communication. (2+4+4=10)
7. Discuss the role of newspapers in development. Also specify the strengths and limitations of the press as a tool for development. (4+3+3=10)
8. Take any television advertisement of your choice and analyse it with a special focus on the appeal and the ethics involved in it. (10)

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