

BACHELOR OF SOCIAL WORK
Third Semester
Communication Skills and Personality Development
(BSW - 11)

Duration: 3Hrs.

Full Marks: 70

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1. Define *Any Three* of the following:

2×3=6

- a) Public Opinion b) Public Relations c) Group Media d) Folk Media

2. Answer *Any Two* of the following:

2×2=4

- a) Name and define two types of non-verbal communication.
b) Which paradigm was developed in 1970s and what did it emphasize on?
c) Give two important characteristics of the second communication revolution.

3. Answer *Any Five* of the following:

3×5=15

- a) "Radio is an instrument for Mass Communication". Comment.
b) Mention three advantages of television as a tool for development.
c) Write a short note on the internet and its various features.
d) Why did the All India Radio create two external links during World War II?
e) Name three major educational television projects in India and briefly state their *aims*.
f) How is folk media an appropriate media for development communication. Give three solid reasons.
g) Name two of the most recent mass communication theories and briefly state their salient features.

4. Answer Any Five of the following:

5×5=25

- a) Describe the historical role of Newspapers in the process of development.
- b) Write a note on the growth of Radio in India.
- c) "Internet and its role in the process of development." Describe.
- d) Explain the need of Public Relations in Social Work Skills.
- e) Give a brief description of the 6 communication revolutions in the world.
- f) Describe the SITE and Post SITE project.
- g) What is an advertisement and what do you mean by appeals of advertisements?
How has this form of publicity bend ethics to reach its goal?

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(The figures in the margin indicate full marks for the questions)

Duration: 20 minutes

Marks – 20

PART A- Objective Type

Tick the correct options in the questions given below: 1×20=20

1. Which theory refers to a spectrum of communication processes, strategies and principles aimed at improving the conditions and quality of life of people struggling with underdevelopment and marginalisation?
a) Development Media Theory b) Democratic Participant Theory
c) Social Responsibility Theory d) Worker's Theory
2. is also known as the Free Press Theory.
a) Worker's Theory b) Authoritarian Theory
c) Social Responsibility Theory d) Libertarian Theory
3. Mass Communication audience is -
a) synonymous b) heterogeneous c) homogenous d) monogamous
4. Who developed the movable type press?
a) Kepler b) Copernicus c) Guttenberg d) Mayan
5. The Dominant Paradigm was operative in the-
a) 50s b) 40s c) 60s d) 70s
6. model states that the international social and political system decisively determines the course of development within each nation.
a) Dominant Paradigm b) Interdependency model
c) Basic Needs Model d) Communication for Development
7. Quantum Computing is a development characteristic of the communication revolution.
a) 3rd b) 4th c) 6th d) 5th

8. G. Marconi sent a wireless message from Cape Cod in USA to England on -
a) 18th Jan, 1903 b) 19th Jan, 1902 c) 19th Jan, 1903 d) 18th Jan, 1902
9. means information or a new idea for doing something that transpired through technology.
a) Information Communication Technology b) Communication Revolution
c) Broadcasting d) Information Technology
10. presents dimensions of dialogue and multi dialogue.
a) Interdependency model b) New Paradigm
c) Dominant Paradigm d) Basic Need Model
11. Radio and TV are the examples of
a) group communication b) interpersonal communication
c) intrapersonal communication d) mass communication
12. Who developed the World Wide Web?
a) Steve Jobs; 1990 b) Tim Barnes Lee; 1992
c) Henry William Gates; 1995 d) Micheal Dell; 1997
13. SITE stands for
a) State Instructional Television Experiment
b) Satellite Instructional Television Experiment
c) Satellite Inter Television Experiment
d) Site for Instructional Television Experiment
14. Which of the following is a characteristic of radio?
a) A medium of sound b) A mass medium
c) An intimate medium d) All of the above.
15. In which year did the government take over the radio from Indian Broadcasting Company?
a) 1930 b) 1936 c) 1927 d) 1940
16. The full form of ISBS is -
a) Indian State Board Service
b) Indian State Broadcasting Service
c) Inter State Broadcasting Service
d) Independent State Board Service

17. The Internet is a

- a) Network of thousands of computer networks
- b) A vast information system
- c) Means of communication with the help of technology
- d) All of the above.

18. Which of these is not a characteristic of T.V.?

- a) A mass medium
- b) A mobile medium
- c) An audio-visual medium
- d) A medium of immediacy

19. AIR is the acronym of –

- a) Allied India Radio
- b) Advertising in Radio
- c) All India Radio
- d) None of the Above

20. In 1976, TV was separated from AIR & was given a banner which was called-

- a) Akashvani
- b) Vividh Bharati
- c) Doordarshan
- d) DD Metro
