

**BACHELOR OF SOCIAL WORK**  
**Third Semester**  
**COMMUNICATION MEDIA AND DEVELOPMENT**  
**(BSW - 11)**

**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 *five* of the following questions:**

1. Define Communication. Discuss about the types of Communication. (5+5=10)
2. What is the difference between hearing and listening? Discuss about the barriers in communication. (5+5=10)
3. Discuss about the influence of media on children. How can we minimize the negative impact of it? (5+5=10)
4. How media is playing a pivotal role in the process of development? Discuss. (10)
5. What is "Public Opinion"? How can we use mass media as a tool in public opinion building? (5+5=10)
6. Discuss about the historical role of Newspapers in development. Critically examine the strengths and limitations of Press as a tool for development. (5+5=10)
7. What is Social Marketing? Discuss about the role of Social Marketing in Community Development. (5+5=10)
8. Discuss about the growth and changing focus of Television in India. Critically examine about the attitude and values conveyed by TV programmes. (5+5=10)

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**Duration: 20 minutes**

**Marks – 20**

**(PART A- Objective Type)**

**I. Choose the correct answer:**

**1×20=20**

1. A large size headline across the entire page is called:  
a) Deck  
b) Banner  
c) Lead  
d) None of these
2. A sheet containing facts and detailed information on any issue is known as:  
a) Summary  
b) Write up  
c) Background  
d) None of these
3. The key Narrator of a newscast or program is called:  
a) Anchor  
b) Editor  
c) Announcer  
d) None of these
4. Continuation of a story on another page is called:  
a) Jump  
b) Carried  
c) Bouncer  
d) None of these
5. S.M.C.R. is a well known:  
a) Communication Theory  
b) Communication Strategy  
c) Communication Model  
d) None of these
6. A story appearing with the name of the writer is called:  
a) Credit line  
b) By line  
c) Print Line  
d) None of these
7. The news which appears in the papers two or three days before an important event is called:  
a) Curtain Raiser  
b) Back ground  
c) Follow up  
d) None of these
8. Who is the most important person in the T.V. NEWS:  
a) News Caster  
b) Camera Man  
c) Peon  
d) None of these
9. The Shannon and Weaver model of communication is:  
a) Moduler  
b) Circular  
c) Linear  
d) None of these

