

BSW
Third Semester
COMMUNICATION MEDIA AND DEVELOPMENT
(BSW - 301)

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 do you understand by Communication? Discuss in detail about the barriers in communication. (3+7=10)
2. Critically examine the importance of people's participation in the process of development. (10)
3. What is Public Opinion? Discuss about the influence of public opinion. (4+6=10)
4. What is effective communication? Why it is important to be an effective communicator as a professional social worker? (4+6=10)
5. What is Group Communication? Discuss about Folk and Group media. (4+3+3=10)
6. How Newspapers are playing a pivotal role in the process of development? Discuss about the strengths and limitation of the press as a tool for development. (5+5=10)
7. What is Social Marketing? Discuss in detail about its components and importance. (4+3+3=10)
8. Critically examine the role of Internet in the process of development. (10)

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Duration: 20 minutes

Marks – 20

(PART A - Objective Type)

I. Choose the correct answer:

1×20=20

1. The term communication has been derived from the Latin word.....which imply sharing and mutual understanding:
a. Communicate b. Comunicare
c. Community d. None
2. What does DDI stands for?
a. Doordarshan India b. Doordarshan Italy
c. All the above d. None
3. The total number of persons who form the readership of a newspaper, listener of a radio programme, viewers of audio-visual programmes is known as.....
a. Readers b. Listeners
c. Audience d. None
4. A.....is simply an instrument or means of transmission.
a. Medium b. Means
c. Sources d. All the above
5. The type of communication involving face-to-face communication is called:
a. Verbal communication c. Interpersonal communication
b. Non-verbal communication d. Intrapersonal communication
6. The system of communication carried out among several persons who are normally bound by a common bond based on any characteristic is called.....:
a. Individual communication c. Personal communication
b. Group communication d. All the above
7.groups are basic social units like family, clan etc.
a. Primary groups b. Secondary groups
c. Tertiary groups d. None of the above
8. What is the full form of AIR?
a. All India Recording c. All India Radio
b. All India Rules d. All India Response

9. Mass media is a reliable instrument for building.....on any issue.
- Public opinion
 - Public view
 - Personal opinion
 - All the above
10. Which one of the following does not belong to the Seven Cs of communication?
- Clarity
 - Credibility
 - Context
 - Community
11. Which one of the following acts as a barrier to the communication process?
- Noisy environment
 - Common platform
 - Proper interest
 - Proper understanding
- 12.....communication implies expressing ourselves, our feelings, attitudes etc. by using spoken and written language.
- Non-verbal
 - Intra personal
 - Individual
 - Verbal
13. Which one of the following consists of the earliest form of electronic media?
- Radio
 - Television
 - Internet
 - All the above
14. Who is commonly credited as the inventor of radio in 1895?
- Karl Marx
 - Durkheim
 - Guglielmo Marconi
 - None
- 15.....is a component of the electronic media is a highly powerful tool of mass communication by virtue of audio-visual nature.
- Radio
 - Television
 - Newspaper
 - All the above
16. The..... from Alexandra Palace in London launched the first electronic TV programming in 1936.
- Broadcasting Corporation of India
 - British Broadcasting Corporation
 - Broadcasting Corporation of America
 - None of the above
17. In.....was trying to construct a TV receiver in the dining room of his Hollywood, California apartment.
- 1926, Farnsworth
 - 1926, Alex
 - 1926, Marconi
 - 1926, Steward
18. Which of the following is also referred to as 'paid publicity'?
- Advertising
 - Public Relations
 - Public Opinion
 - None
- 19..... is the management function which evaluates public attitudes, identifies the policies and procedures of an organization with the public interest, executes a programme of action to earn public understanding and acceptance.
- Public Relations
 - Advertising
 - Social Marketing
 - All the above

20.....uses the concepts and tools of commercial marketing to promote attitudes/behaviours that improve the health or well-being of society.

- a. Social Marketing
- b. Advertising
- c. Public marketing
- d. None
