

Write the following information in the first page of Answer Script before starting answer

ODD SEMESTER EXAMINATION: 2020-21

Exam ID Number _____

Course _____

Semester _____

Paper Code _____

Paper Title _____

Type of Exam: _____

(Regular/Back/Improvement)

Important Instruction for students:

1. Student should write objective and descriptive answer on plain white paper.
2. Give page number in each page starting from 1st page.
3. After completion of examination, Scan all pages, convert into a single PDF, and rename the file with Class Roll No. **(2019MBA15)** and upload to the Google classroom as attachment.
4. Exam timing from 10am – 1pm (for morning shift).
5. Question Paper will be uploaded before 10 mins from the schedule time.
6. Additional 20 mins time will be given for scanning and uploading the single PDF file.
7. Student will be marked as ABSENT if failed to upload the PDF answer script due to any reason.

BACHELOR OF SOCIAL WORK
THIRD SEMESTER
DEVELOPMENT COMMUNICATION AND SOCIAL WORK PRACTICE
BSW-301

Duration : 3 hrs.

Full Marks : 70

(PART-A: Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1 × 20 = 20

1. What are the merits of written communication?
 - a. Immediate feedback
 - b. Permanent
 - c. Only b & d
 - d. Precise
2. What are the barriers to effective communication?
 - a. Personal barriers
 - b. Semantic barriers
 - c. All of the above
 - d. Technical barriers
3. Public communication tends to occur within a more:
 - a. Complex structure
 - b. Political structure
 - c. Convenient structure
 - d. Formal structure
4. Effective communication needs a supportive..... Environment.
 - a. Economic
 - b. Political
 - c. Social
 - d. Multi-cultural
5. In mass communication, selective perception is dependent on the receiver's:-
 - a. Competence
 - b. Pre-disposition
 - c. Receptivity
 - d. Ethnicity
6. In analog mass communication, stories are:
 - a. Static
 - b. Dynamic
 - c. Interactive
 - d. Exploratory
7. Communication with oneself is known as:-
 - a. Organizational communication
 - b. Grapevine communication
 - c. Interpersonal communication
 - d. Intrapersonal communication
8. In communication , a major barrier to reception of messages is:-
 - a. Audience attitude
 - b. Audience knowledge
 - c. Audience education
 - d. Audience income
9. Identify the correct sequence of the following:
 - a. Source, channel, message, receiver.
 - b. Source, receiver, channel, message.
 - c. Source, message, receiver, channel.
 - d. Source, message, channel, receiver.
10. Communication becomes circular when:
 - a. The decoder becomes an encoder.
 - b. The feedback is absent.
 - c. The source is credible.
 - d. The channel is clear.

11. Press council of India is located at:
- a. Chennai
 - b. Kolkata
 - c. Mumbai
 - d. Delhi
12. The chronological order of non-verbal communication is:-
- a. Signs, symbols, codes, colours
 - b. Symbols, codes, signs, colours
 - c. Colours, signs, codes, symbols
 - d. Codes, colours, symbols, signs
13. Which of the following statements is not connected with communication?
- a. Medium is the message
 - b. The world is an electronic cocoon
 - c. Information is power
 - d. Telepathy is technological
14. The science of the study of feedback systems in humans, animals and machines is known as:
- a. Cybernetics
 - b. Reverse communication
 - c. Selectivity study
 - d. Response analysis
15. Feed-back of a message comes from:-
- a. Satellite
 - b. Media
 - c. Audience
 - d. Communicator
16. Semantic barriers can be sub-divided into:-
- a. Word interpretations
 - b. Gestures
 - c. Cue meanings
 - d. All of the above
17. Post -modernism is associated with:-
- a. Newspapers
 - b. Radio
 - c. Magazines
 - d. Television
18. Communication needs a :
- a. Sender
 - b. Receiver
 - c. Channel
 - d. All of these
19. Communication helps in :
- a. Persuasion
 - b. Entertainment
 - c. Integration
 - d. Cultural promotion
20. Audience and feedback are the two main components of:
- a. Intrapersonal communication
 - b. Interpersonal communication
 - c. Mass communication
 - d. None of these

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(PART-B : Descriptive)

Time: 2Hrs. 40 min.

Marks: 50

[Answer question no.1 & any four (4) from the rest]

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| 1. Define mass communication. As a social worker, critically evaluate the importance of newspaper in enhancing your professional competency. | 3+7=10 |
| 2. What is the role of cinema in social awareness? As a social worker, which movie you will suggest to a group of young adults who are anti-social and why so? | 3+7=10 |
| 3. Critically analyze the challenges the advertising industry is facing in present India. | 10 |
| 4. Differentiate between print media and electronic media. How technological advancement has led to the rise of electronic media in 21 st century? | 5+5=10 |
| 5. Explain the importance of social marketing in the field of social work with relevant examples. | 10 |
| 6. Explain five different kinds of barriers to effective communications with examples. | 10 |
| 7. What are the merits and limitations of written and oral communication | 5+5=10 |
| 8. Define folk media. Differentiate between verbal and non -verbal communication. | 3+7=10 |

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