

REV-01
MSW/01/05

2023/01

**SET
A**

**MASTER OF SOCIAL WORK
FIRST SEMESTER**

**DEVELOPMENT COMMUNICATIONS AND PROFESSIONAL SKILLS FOR SOCIAL WORK
MSW-105**

Duration: 3 hrs.

Full Marks: 70

(PART-A: Objective)

Time: 15 min.

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. Communication is the transmission of
 - a. Information
 - b. Meaning
 - c. Both 'a' and 'b'
 - d. None of these
2. Which of the following initiates the process of communication?
 - a. Sender
 - b. Decoder
 - c. Receiver
 - d. Medium
3. Which of the following hamper the process of communication?
 - a. Channel
 - b. Encoder
 - c. Noise
 - d. Pollution
4. In which of the following types of communication, information flows only from the sender to receiver?
 - a. One - way communication
 - b. Two - way communication
 - c. Reverse communication
 - d. Linear communication
5. Which of the following is/are the characteristics of communication?
 - a. Understanding of message
 - b. Transmission of facts, figures or feelings
 - c. Communication is a process
 - d. All of the above
6. Which of the following is the reaction of the receiver to sender?
 - a. Questionnaire
 - b. Feedback
 - c. Coding
 - d. Deciphering
7. By print media we mean
 - a. Newspapers only
 - b. Magazines only
 - c. Books and other printed matter
 - d. All of the above
8. Prasar Bharti is also known as
 - a. Broadcasting Centre of India
 - b. Indian Broadcasting Authority
 - c. Broadcasting Association of India
 - d. Broadcasting Corporation of India
9. Radio broadcasting commenced in India in
 - a. 1924
 - b. 1927
 - c. 1930
 - d. 1936
10. How many levels are there in Needs hierarchy theory of motivation?
 - a. 6
 - b. 5
 - c. 4
 - d. 3

11. Motivation is an element of
- a. Planning function
 - b. Organization function
 - c. Direction function
 - d. Coordination function
12. According to Maslow's need-hierarchy theory of motivation
- a. An unsatisfied need is a motivator of behaviour
 - b. A satisfied need is a motivator of behaviour
 - c. Depends upon the situation
 - d. None of the above
13. The motives which are unlearned but not physiologically based are called
- a. Primary motives
 - b. Secondary motives
 - c. General motives- competence, manipulation, activity's curiosity
 - d. None of the above
14. What are the basic units of communication?
- a. Consumatory and instrumental
 - b. Media and channel
 - c. Meaning and message
 - d. None of the above
15. Ivan Pavlov's theory of how people learn or acquire uncomplicated habits and reflexes is called
- a. Positive reinforcement
 - b. Classical conditioning
 - c. Operant conditioning
 - d. Modeling
16. Characteristics of Radio include
- a. A medium voice
 - b. A mobile medium
 - c. Cheap and quick medium
 - d. All of the above
17. Which of the following is an example of non verbal message?
- a. Eye contact
 - b. Yelling
 - c. Jargon
 - d. Numbing
18. Which of the following is not a characteristic of TV?
- a. A democratic medium
 - b. A mobile medium
 - c. A living room medium
 - d. A medium of immediacy
19. _____ in advertising, is a series of decisions involving the delivery of message to the targeted audience.
- a. Market analysis
 - b. Media objective
 - c. Media planning
 - d. Media strategy
20. Every media plan begins with the _____.
- a. Media objective
 - b. Market analysis
 - c. Media mix
 - d. Media strategy

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[PART-B : Descriptive]

Time : 2 Hrs. 30 mins.

Marks : 50

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

1. As a student social worker, what would be the efforts taken by you to motivate your co-worker for improving the task assigned to your team? Give example. 10

2. What are the different modes and media of communication? Write from your point of view which media you use very often and for what purpose. 5+5=10

3. What kind of problem one may face while your teacher is delivering lecture on very important topic and on the other side where lot of construction taking place at your University. Give example. 10

4. If a student is lazy, doesn't do his work on time and is less bother about things happening in his class. Which type of reinforcement is to be implemented? Support your answer by citing examples. 10

5. Sita residing in rural area and has been appointed as teaching assistant in elementary school and when she joins the school, she found out that students were very restless and are not able to gain attention from the students. In this situation what will you suggest her to do? 10

6. Is television boon or bane? Support your answer by giving example. 10

7. Critically analyze Maslow's hierarchy of needs support your answer with suitable example. 10

8. Write short notes on any two of the following : 5+5=10
 - a) Radio
 - b) Newspaper
 - c) Advertising