

MASTER OF SOCIAL WORK  
FIRST SEMESTER  
DEVELOPMENTAL COMMUNICATION  
MSW-102  
[USE OMR SHEET FOR OBJECTIVE PART]

**SET  
B**

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**( Objective )**

Marks: 20

Choose the correct answer from the following:

1×20=20

- The motive to which an ad is directed, designed to stir a person toward goal the advertiser has set is known as.....
  - Attention
  - Appeal
  - Attraction
  - Accreditation
- E-mail stands for.....?
  - Electronic man
  - Electromagnetic mail
  - Electronic mail
  - Mail engine
- What is advertising?
  - Publicity
  - Sales promotion
  - Paid information
  - All the above
- Women being portrayed at home, cooking, cleaning, doing household work is an example of .....advertising.
  - Offensive advertising
  - Inappropriate advertising
  - Gender discrimination
  - Gender stereotype
- The Bombay Times and Journal of Commerce changed into a newspaper.....
  - The Times of India
  - The Telegraph
  - The Hindu
  - Hindustan Times
- G. Subramania Iyer was a leading Indian journalist, social reformer and freedom fighter who founded '.....' English newspaper on 20 September 1878.
  - The Times of India
  - The Telegraph
  - The Hindu
  - Hindustan Times
- The aim of introducing the television service in school system was to overcome the.....
  - Shortage of qualified science teachers
  - Improve the standard of teaching
  - Only A
  - Both A & B
- One of the most important contribution of ICT in the field of education is.....?
  - Easy access to teaching
  - Easy access to workloads
  - Easy access to book
  - Easy access to learning
- Negative reinforcement.....
  - Increases desirable behavior
  - Decreases undesirable behavior
  - Decreases desirable behavior
  - Increases undesirable behavior



10. In 1920 the .....Presidency Radio Club was established by express support of Giachand Motwane.
- |             |           |
|-------------|-----------|
| a. Calcutta | b. Madras |
| c. Bombay   | d. Delhi  |
11. ....is the set of forces that energize, direct, and sustain behavior.
- |                |                |
|----------------|----------------|
| a. Empowerment | b. Expectation |
| c. Moment      | d. Motivation  |
12. \_\_\_\_\_ is the person who notices and decodes and attaches some meaning to a message.
- |             |           |
|-------------|-----------|
| a. Receiver | b. Coder  |
| c. Decoder  | d. Driver |
- 13 Letter, e-mail, telephone are the example of .....?
- |            |             |
|------------|-------------|
| a. Message | b. Feedback |
| c. Channel | d. Encoding |
14. Communication is a continuous.....
- |              |            |
|--------------|------------|
| a. Paper     | b. Process |
| c. Programme | d. Plan    |
15. Communication is a part of .....skills.
- |          |          |
|----------|----------|
| a. Soft  | b. Hard  |
| c. Rough | d. Short |
16. Which of the communication has more emotional appeal?
- |                  |                  |
|------------------|------------------|
| a. Intrapersonal | b. Interpersonal |
| c. Group         | d. Mass          |
- 17 Name the motivation theory that is based on Satisfaction-progression?
- |                                 |                                       |
|---------------------------------|---------------------------------------|
| a. Vroom's expectancy theory    | b. Maslow - hierarchy of needs theory |
| c. Herzberg - Two factor theory | d. Skinner's reinforcement theory     |
18. Taking away a person's car after they has been caught speeding would be an example of:
- |                           |                           |
|---------------------------|---------------------------|
| a. Positive punishment    | b. Negative punishment    |
| c. Positive reinforcement | d. Negative reinforcement |
19. Which of the following is not the part of seven C's of communication?
- |              |            |
|--------------|------------|
| a. Channel   | b. Content |
| c. Curiosity | d. Clarity |
20. Positive reinforcement.....the likelihood of a behavior, and negative reinforcement.....the likelihood of a behavior.
- |                         |                         |
|-------------------------|-------------------------|
| a. Increases, increases | b. Decreases, decreases |
| c. Increases, decreases | d. Decreases, increases |

**( Descriptive )**

Time : 2 hrs. 30 mins.

Marks : 50

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

- |   |        |
|---|--------|
| 1. What do you understand by the barriers of communication? Discuss the different communication barriers in detail. | 4+6=10 |
| 2. Define the concept of communication and discuss its significance in proper functioning of an organization.       | 3+7=10 |
| 3. Define motivation and mention managerial tool that being used for employee motivation in organizational setting. | 3+7=10 |
| 4. Write different steps of Maslaw's Hierarchy of needs theory in detail with diagrammatic illustration.            | 10     |
| 5. Write the role radio in mass media and discuss its strength and limitation in detail.                            | 4+6=10 |
| 6. Define advertisement and explain the different types of advertisement appeals with suitable example.             | 3+7=10 |
| 7. What is poster? Explain the different type posters with uses and examples.                                       | 10     |
| 8. Write short note on any two of the following.  | 10     |
| a. Mass Media   |        |
| b. Reinforcement  |        |
| c. Mode of Communication  |        |
| d. Letter to the Editor   |        |
| e. ICT & Use  |        |

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