

MASTER OF SOCIAL WORK
FIRST SEMESTER
DEVELOPMENT COMMUNICATION
MSW – 105
(USE OMR FOR OBJECTIVE PART)

2024/12

SET
A

Duration: 1:30 hrs.

Full Marks: 35

Time: 15 min.

Marks: 10

(Objective)

$1 \times 10 = 10$

Choose the correct answer from the following:

1. Which of the following best defines communication?
 - a. Exchange of information between two or more parties
 - b. The act of speaking loudly to convey a message
 - c. Writing a letter to oneself for clarification
 - d. None of the above
2. Which of these is NOT an element of communication?
 - a. Sender
 - b. Receiver
 - c. Decoder
 - d. Observer
3. Which skill is essential for effective communication?
 - a. Active listening
 - b. Monopolizing the conversation
 - c. Avoiding eye contact
 - d. Lack of empathy
4. What is the primary purpose of downward communication?
 - a. To control and direct subordinates
 - b. To gather information from higher-ups
 - c. To share information horizontally
 - d. To encourage collaboration
5. Which type of communication takes place within an individual's mind?
 - a. Interpersonal communication
 - b. Intrapersonal communication
 - c. Group communication
 - d. Mass communication
6. What is a significant barrier to communication characterized by preconceived notions, biases, and stereotypes?
 - a. Physical barriers
 - b. Psychological barriers
 - c. Semantic barriers
 - d. Cultural barriers

7. How does media find applications in various community settings?
- a. By promoting consumerism
 - b. Facilitating cultural divide
 - c. Encouraging social cohesion, education, and advocacy
 - d. Hindering communication among diverse groups
8. The scope of mass media in development sectors includes:
- a. Disseminating biased information
 - b. Limiting access to education
 - c. Addressing societal issues, health awareness, and empowerment
 - d. Fostering misinformation
9. In social work, what is the primary purpose of an advocacy communication?
- a. To impart social education
 - b. To raise awareness and promote change for social issues
 - c. To maintain the status quo
 - d. To impose personal beliefs on the audience
10. Why is personality development important?
- a. It helps in hiding weaknesses
 - b. It enhances social skills and relationships
 - c. It restricts personal growth
 - d. It encourages rigidity in behaviour

(Descriptive)

Time: 1 hr. 15 mins.

Marks: 25

[Answer question no.1 & any two (2) from the rest]

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| 1. Discuss the scope of communication in different domains. | 5 |
| 2. Define communication and discuss its important objectives in detail. | 3+7=10 |
| 3. Discuss the various types of communication barriers and its effects on personal and professional interactions. | 7+3=10 |
| 4. What is development communication? Explain its different components in detail. | 3+7=10 |
| 5. Define personality and discuss the importance of personality development. | 3+7=10 |