

**MSW**  
**4TH SEMESTER**  
**Development Communication & Professional Skills**  
**MSW-401**

Duration: 3 Hrs.

Marks: 70

{ PART : A (OBJECTIVE) = 20 }  
{ PART : B (DESCRIPTIVE) = 50 }

[ PART-B:Descriptive ]

Duration: 2 Hrs. 40 Mins.

Marks: 50

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

1. Define Personality. Discuss the determinants of Personality. 2+8=10
2. Define Behaviour. Enumerate the factors of the personality of an individual that determine his or her behaviour at work place. 2+8=10
3. Define Leadership. Discuss the characteristics of a good leader in management. 3+7=10
4. What do you understand by Recourse? Discuss the Importance of Time as resource in the Management of an Organisation. 3+7=10
5. What is Communication? Discuss the barriers of communication. 3+7=10
6. Define Media with Illustration? Discuss the Importance of Mass Media in social work profession. 4+6=10
7. What is called Print Media? Discuss the strength and weakness of News paper for the development of the community. 2+8=10
8. What is Advertisement? Discuss the role of advertisement in influencing the social behaviour of the citizen in India. 2+8=10

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[ PART-A : Objective ]

Choose the correct answer from the following:

1X20=20

1. Effective leadership is a result of following variable  
 a. Structure  
 b. Consideration  
 c. Environment  
 d. All of these
2. Success of Management is largely a matter of  
 a. Effective Direction and leadership  
 b. Proper planning  
 c. Effective Communication  
 d. All of these
3. Motivation is an element of  
 a. Planning function  
 b. Organisation Function  
 c. Direction Function  
 d. Coordination Function
4. Likert believed the following types of leadership to be more effective  
 a. Job Centered  
 b. Production oriented  
 c. Task Oriented  
 d. People Oriented
5. Motivation is a branch of  
 a. Planning  
 b. Organising  
 c. Controlling  
 d. Staffing
6. The tendency for individuals to put less effort when working collectively than when working individually  
 a. Group Inequity  
 b. Group Dynamics  
 c. Group shift  
 d. Social loafing

7. Which of the following is the external dimension to the leaders?  
 a. Task  
 b. Relations  
 c. Style  
 d. Attitude
8. It is a desire to maximize one's potential and to become what one is capable of becoming the reference is to  
 a. Self - esteem needs  
 b. Self - actualization need  
 c. Physiological needs  
 d. Security Needs
9. "Leadership is the activity of influencing people to strive willingly for group objective" the definition of leadership has been given by  
 a. Carry O'Donnel  
 b. George R Terry  
 c. Irving R Weschler  
 d. Fred Massarik
10. This type of power largely stems from personalized leader qualities  
 a. Coercive power  
 b. Coercive negative power  
 c. Coercive positive power  
 d. Persuasive power
11. Reinforcement principles is associated with  
 a. Skinner  
 b. Ivancevich  
 c. Guthrie  
 d. None of these
12. Decision -making process can be optimized by trust by  
 a. Brainstorming  
 b. Development of cohesive, versatile work teams  
 c. Line pin system  
 d. None of these
13. Attitudes involve the following  
 a. Worth ascribed to an object  
 b. Pragmatic, moralistic, affective and mixed orientation  
 c. Motivational ,emotional, perceptual and cognitive process  
 d. None of these
14. Job involvement is a type of  
 a. Attitude  
 b. Value  
 c. Belief  
 d. None of these

UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA



Question Paper CUM Answer Sheet

PART (A) : OBJECTIVE

Serial no. of the main  
Answer sheet

15. Which of the following is associated with instrumental conditioning ?

- a. Pavlov
b. Hull
c. Tolman
d. None of these

16. According to behavioural approach, situation includes the following

- a. Immediate stimulus and environment
b. Physiological, cognitive, and psychological process
c. Responses and pattern of behaviour
d. None of these

17. The " carrot and stick theory" of motivation is related to

- a. Theory X
b. Theory Y
c. Maslow's recent assumptions about human motivation
d. None of these

18. Under Expectancy Theory of Motivation, increase in motivation results when

- a. Valence increases
b. Valence decreases
c. No effect of valence
d. Both ways

19. According to Maslow's Need Hierarchy Theory, the low level needs are

- a. Physiological
b. Security
c. Self Esteem
d. All of these

20. Which of the following is the external dimension to the leaders?

- a. Task
b. Relations
c. Style
d. Attitude

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Course : .....

Semester : ..... Roll No : .....

Enrollment No : ..... Course code : .....

Course Title : .....

Session : ..... 2016-17 ..... Date : .....

Instructions / Guidelines

- > The paper contains twenty (20) / ten (10) questions.
> The student shall write the answer in the box where it is provided.
> The student shall not overwrite / erase any answer and no mark shall be given for such act.
> Hand over the question paper cum answer sheet (Objective) within the allotted time (20 minutes / 10 minutes) to the invigilator.

Table with 3 columns: Full Marks, Marks Obtained, Remarks. Full Marks contains the number 20.

Scrutinizer's Signature

Examiner's Signature

Invigilator's Signature