## BACHELOR OF SOCIAL WORK Third Semester COMMUNICATION MEDIA AND DEVELOPMENT (BSW - 11)

Duration: 3Hrs. Full Marks: 70

Part-A (Objective) =20 Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins. Marks: 50

## Answer any five of the following questions:

- 1. Define Communication. Discuss about the types of Communication. (5+5=10)
- 2. What is the difference between hearing and listening? Discuss about the barriers in communication. (5+5=10)
- 3. Discuss about the influence of media on children. How can we minimize the negative impact of it? (5+5=10)
- 4. How media is playing a pivotal role in the process of development? Discuss. (10)
- 5. What is "Public Opinion"? How can we use mass media as a tool in public opinion building? (5+5=10)
- 6. Discuss about the historical role of Newspapers in development. Critically examine the strengths and limitations of Press as a tool for development. (5+5=10)
- 7. What is Social Marketing? Discuss about the role of Social Marketing in Community Development. (5+5=10)
- 8. Discuss about the growth and changing focus of Television in India. Critically examine about the attitude and values conveyed by TV programmes. (5+5=10)

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c) Linear

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Du	ration: 20 minutes	PART A- Objective Type)	Marks – 20
I. (	Choose the correct answer:		1×20=20
1.	A large size headline across the ea) Deck c) Lead	b) Banner d) None of these	
2.	A sheet containing facts and detain a) Summary c) Background	iled information on any issue is known as: b) Write up d) None of these	
3.	The key Narrator of a newscast of a) Anchor c) Announcer	r program is called: b) Editor d) None of these	
4.	Continuation of a story on anothe a) Jump c) Bouncer	by page is called: b) Carried d) None of these	
5.	S.M.C.R. is a well known: a) Communication Theory c) Communication Model	b) Communication Strategy d) None of these	•
6.	A story appearing with the name (a) Credit line c) Print Line	of the writer is called: b) By line d) None of these	
7.	The news which appears in the pa a) Curtain Raiser c) Follow up	apers two or three days before an important b) Back ground d) None of these	event is called:
8.	Who is the most important person a) News Caster c) Peon	b) Camera Man d) None of these	
9.	The Shannon and Weaver model (a) Moduler	of communication is: b) Circular	

d) None of these

a) Radio c) News Paper	b) Television d) None of these	
11.The "Limited Effects" mod a) ABX model c) Diffusion Model	lel of mass communication was a counter to: b) Circular Model d) Hypodermic Needle Model	
12. The issue of monopoly pre- a) Indira Gandhi c) I.K. Gujral	ss was extensively debated during the Prime Ministership of: b) Jawaharlal Nehru d) None of These	
<ul><li>13. The community radio conc</li><li>a) Broadcasting</li><li>c) Personalcasting</li></ul>	ept is identified with: b) Narrowcasting d) None of these	
14. The communication theory of developmental communication emphasized:  (a) Top Down communication (b) Mechanistic Communication (c) Epistemological Approach (d) None of these		
15.A strategy that is integrated a) Religious lecture c) Rural Publicity	d into communication for development is: b) Social Marketing d) None of these	
16.The middle range theory of a) Robert Merton c) Karl Marx	f communication was advocated by: b) John Fiskay d) None of these	
17.F.R. Leavis stressed on		
18.A universal generalization Purposive c) Inductive	is the main feature ofexplanation.  b) Accidental d) Deductive	
19. The likert scale is used to f a) The argumentative struct c) The discriminative power		
<ul><li>20. The single- sheet advertises</li><li>a) Brochures</li><li>c) Posters</li></ul>	ments printed in one side are known as: b) Fliers d) None of these	

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