

**BACHELOR OF SOCIAL WORK
THIRD SEMESTER
DEVELOPMENT COMMUNICATION AND SOCIAL WORK PRACTICE
BSW-301
[USE OMR FOR OBJECTIVE PART]**

**SET
A**

Duration: 3 hrs.

Full Marks: 70

Time: 30 min.

(Objective)

Marks: 20

Choose the correct answer from the following:

1×20=20

- When we say that communication is intentional, it means that:-
 - Sender consciously intends to affect the behaviour of receiver of the message.
 - Effective communication is a process of acting on information.
 - Through speech communication, people make sense of the world.
 - None of the above
- Communication is the transfer and understanding of:-
 - Ideas
 - Concepts
 - Meanings
 - Words
- Which of the following can be termed as the "context" of communication?
 - An interference with message reception.
 - Effective communication
 - Verbal and non-verbal responses to messages.
 - A physical and psychological environment for conversation.
- If it is assumed that communication has no beginning or end, then it is termed as:-
 - Mediation
 - Process
 - Interaction
 - Transaction
- The essential components of communication are:-
 - Source, message,interference, channel,receiver, feedback and context
 - Sign, source,destination, interaction and correlation
 - Symbols, understanding,purpose, ideas ,opinions, non-verbal and reaction
 - None of the above
- Which of the following feature is applicable in the context of interpersonal communication?
 - Forgivable
 - Forgettable
 - Reversible
 - Irreversible
- Which of the following is the essence of effective communication?
 - Message
 - Feedback
 - Encoding
 - Decoding
- A low context culture is one where:-
 - Most of the information is unspoken
 - Most of the information is explicitly stated in a verbal message.
 - Most of the information is apparent
 - Most of the information is unspoken

9. Encoding is important to:-
 - a. Encourage feedback
 - b. Eliminate noise
 - c. Produce message
 - d. Ensure decoding of message
10. Listening is said to be adversely affected by:
 - a. Speaker's fast speed of delivery of words.
 - b. Message loaded with too much of information
 - c. Improper selection and use of media
 - d. All of the above
11. The information function of mass communication is described as:-
 - a. Diffusion
 - b. Publicity
 - c. Surveillance
 - d. Diversion
12. An example of asynchronous medium is:-
 - a. Radio
 - b. Television
 - c. Film
 - d. Newspaper
13. Journal-like entries written by individuals and posted on the internet that sometimes can generate many online discussions.
 - a. Weblogs
 - b. Simple posting
 - c. E-journals
 - d. None of the above
14. Which is " feedback" in newspaper's communication?
 - a. articles
 - b. editorials
 - c. letters to the editor
 - d. news
15. Postmodernism is associated with:-
 - a. Newspapers
 - b. Magazines
 - c. Radio
 - d. Television
16. Which of the following cannot be a good way in promoting literacy among villagers?
 - a. demonstration
 - b. Reading and writing
 - c. Providing material on TV and film projector
 - d. Large group discussion
17. The ability to communicate effectively:
 - a. depends on the educational level
 - b. is a natural talent that cannot be learned
 - c. always depends upon the use of technology
 - d. can be learned
18. People who engage in frank and open expression of their feelings are considered:
 - a. aggressive
 - b. rude
 - c. assertive
 - d. inconsiderate
19. In the communication process, "to encode" means to:
 - a. translate ideas into a code
 - b. interpret a code
 - c. block a pathway between the sender and receiver of a message
 - d. speak to large groups of people

20. Which of the following term describes the communication between two people that involves sending and receiving of messages?

- a. decoding
- b. encoding
- c. transaction
- d. dyadic

-- -- --

(Descriptive)

Time : 2 hrs. 30 min.

Marks : 50

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

1. What is the significance of self-awareness in effective communication?
What are the different elements in the process of communication? 5+5=10
2. Write about the advantages and disadvantages of television. Also
mention 2 examples of non-verbal cues. 8+2=10
3. What is print media? How social media as a tool can help in the field of
social work? 3+7=10
4. What is inter-personal & intra-personal communication? Differentiate
between verbal and non-verbal communication. 4+6=10
5. Define communication. Explain the role of mass media in the overall
development of a country. 3+7=10
6. Explain the functions of public relations. 5+5=10
Analyze the implications of Bollywood on Indian youth, both good and
bad.
7. Contrast between newspaper and magazine. Describe the 7 C's of
communication. 3+7=10
8. Outline the barriers to effective communication. Can culture, gender,
nationality or social class have an effect on communication? if yes,
how? 6+4=10

== *** ==