



K21P 0501

Reg. No.:

Name :



First Semester M.S.W. Degree (CBSS - Reg./Suppl. (Including Mercy
Chance)/Imp.) Examination, October 2020
(2014 Admission Onwards)

MSW 1E 01 : COMMUNICATION AND FIELD WORK PRACTICE

Time : 3 Hour

Max. Marks : 40

PART – I

Answer **all** the questions. **Each** question carries **two** marks.

Write short notes on :

1. Networking.
2. Mass Media.
3. Gender.
4. Rural Social Work.

(4×2=8)

PART – II

Answer **any four** questions in less than **200** words. **Each** question carries **four** marks.

5. Explain Shannon-Weaver model of communication.
6. Define organizational communication and its importance. What are different types of organizational communication ?
7. Explain various folk media and their role in development.
8. Define Advocacy and its elements. Comment on use of media and public opinion building in Advocacy.
9. Does media has any impact on women ? Explain.
10. Give details of the barriers in communication.

(4×4=16)

PART – III

Answer **any two** questions in less than **800** words. **Each** question carries **eight** marks.

11. Describe various mass media and explain the role of mass media in developing societies.
12. Give details of the Right to Information Act. Explain its importance.
13. Comment on the importance of field work training in social work. What are the different programs in field work training ?

(2×8=16)