



K21U 0197

Reg. No. :

Name :



VI Semester B.S.W. Degree (CBCSS - Reg./Supple./Imp.)

Examination, April 2021
(2014 – 2018 Admissions)

Core Course

6 B 12 BSW : COMMUNICATION FOR DEVELOPMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **any four** questions in **two** or **three** sentences. **Each** question carries **one** mark.

Write short notes on :

1. Feedback.
2. Verbal communication.
3. Documentary.
4. Virtual media.
5. Folk media.
6. Message.
7. Global village.
8. Mass Media.

(4×1=4)

SECTION – B

Answer **any four** questions of the following questions in **not** more than **50** words **each**. **Each** question carries **two** marks.

9. What is Non-verbal communication ?
10. Which are the modern types of communication ?

P.T.O.



11. What do you mean by communication cycle ?
12. What are the skills needed for effective public speaking ?
13. What is the meaning of development communication ?
14. What is the role of media in development communication ?
15. What are the characteristics of social networking ?
16. Explain bullet theory of communication. (4×2=8)

SECTION – C

Answer **any four** questions of the following questions in **not** more than **200** words **each**. **Each** question carries **three** marks.

17. What are the principles of communication ?
18. Draw a picture of two-way communication process and mark the elements involved in it.
19. Explain the relationship of communication and development.
20. Explain the role of media in social work practice.
21. Analyze the merits and demerits of online communication.
22. Analyze the role of media on adolescent behaviour modification.
23. Describe the philosophy of development communication.
24. Explain the various modes of communication. (4×3=12)

SECTION – D

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

25. Explain the functions and roles of development communication in the social change perspective.
26. Elucidate various theories of development communication.
27. Write a critical analysis on various models of communication.
28. Explain the barriers of communication and substantiate it with suitable examples.
29. Explain the concept of global village and analyze its merits and demerits.
30. Discuss the group communication techniques and its importance in social work. (2×8=16)