



K23P 3250

Reg. No. : .....

Name : .....

First Semester M.S.W. Degree (CBSS – Supple.(One Time Mercy Chance)/  
Imp.) Examination, October 2023  
(2014 to 2022 Admissions)

**MSW 1E01 : COMMUNICATION AND FIELD WORK PRACTICES**

Time : 3 Hours

Max. Marks : 40

PART – I

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

Write short notes on :

1. Communication
2. Advocacy
3. Field Work Supervision
4. Types of Mass Media.

PART – II

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

5. What are audio, visual and print media and how do they impact society's development ?
6. What is networking and how does it support social work and advocacy ?
7. How does organizational communication impact the effectiveness of social work organizations and what types of organizational communication are most relevant in this context ?

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8. Briefly discuss the meaning and importance of Field Work Training in Social Work.
9. Explain the Right to Information Act and its importance with an example.
10. Briefly explain the concept, meaning and importance of Development Communication.

PART – III

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

11. Discuss the concept of "Rethinking Communication" and how communication can be viewed as transmission, representation and cultural reproduction. How do these perspectives apply in real-world situations ?
12. Elaborate on the key roles of different types of mass media (audio, visual, print) in promoting development in societies and how can they be used strategically ?
13. How does media affect women and children in society ?

