



K22P 1557

Reg. No. :

Name :

I Semester M.S.W. Degree (CBSS – Reg./Sup./Imp.) Examination, October 2022
(2019 Admission Onwards)

MSW1E01 : COMMUNICATION AND FIELD WORK PRACTICE

Time : 3 Hours

Max. Marks : 40

PART – 1

Answer **any four** questions. **Each** question carries **two** marks.

(4×2=8)

Write short notes on :

1. Communication.
2. Coalition.
3. Organization.
4. Folk media.
5. Advocacy.
6. RTI Act.

PART – 2

Answer **any four** in **not** less than **200** words. **Each** question carries **four** marks.

(4×4=16)

7. Explain the characteristics and functions of communication.
8. How media relates with development ?
9. Discuss on the importance of organizational communication.
10. Write a critical note on rural social work.

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11. Discuss advocacy from the Indian Context.
12. Discuss communication as a means for cultural representation.
13. What are alternative media ? Discuss its importance.

PART – 3

Answer **any two** questions in **not** less than **800** words. **Each** question carries **eight** marks. (2×8=16)

14. Explain various models of Development Communication.
15. Examine the scope and role of radio as a mass medium for development in Indian context.
16. Discuss how media influence in public opinion and thereby development.

