

UG Odd Semester Examination, March, 2023**SOCIAL WORK**

(5th Semester)

Course No.: BSWCC-504

(Communication & Social Work Practice)*Full Marks: 70**Pass Marks: 28**Time: 3 hours*

*The figures in the margin indicate full marks for the questions.
Answer five questions, taking one from each unit*

UNIT-I

1. Define communication and discuss the concept of meaning of communication. Illustrate the various components of the communication process with a diagram. 14

Or

2. Write short notes on : 7+7=14
- (a) Barriers to communication
- (b) Factors in communication

UNIT-II

3. Explain what do you understand by linear, interactional and transactional mode of communication. 14

Or

4. Examine the role and significance of emotions and perceptions in communication. Discuss how listening and persuasion are important for effective communication. 7+7=14

UNIT-III

5. Write short notes on : 7+7=14
- (a) Press and framing of events
- (b) Audio-visual media

Or

6. Describe the role of the media in perception of crisis. Why are public relations important for crisis management? 7+7=14

UNIT-IV

7. What is traditional media? What are the various forms? Discuss their relevance and usefulness today. 4+4+6=14

Or

8. What do you understand by ICTs? Examine their importance and relevance for effective communication. 4+10=14

UNIT-V

9. What is advocacy and BCC? Examine the need and significance of advocacy in the context of GOs, NGOs and corporates. 4+10=14

Or

10. What is social change? How can communication in social work practice bring about such change? 4+10=14

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