

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2008 – 09&thereafter)**

**SUBJECT CODE: SW/ME/AM54**

**B.S.W. DEGREE EXAMINATION, NOVEMBER 2011**  
**SOCIAL WORK**  
**FIFTH SEMESTER**

**COURSE : MAJOR ELECTIVE**  
**PAPER : ALTERNATE MEDIA FOR DEVELOPMENT**  
**TIME : 3 HOURS** **MAX. MARKS: 75**

**SECTION – A (10 X 3 = 30)**

**ANSWER ALL QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 50 WORDS :**

1. Define communication.
2. What is social advertising?
3. What is meant by social mobilization?
4. List out the types of communication.
5. What is alternative communication?
6. What is non-verbal communication?
7. What is traditional media?
8. What is small media?
9. List out any three types of folk dances.
10. What is workshop?

**SECTION – B (5 X 5= 25)**

**ANSWER ANY FIVE QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 300 WORDS:**

11. Write a brief note on the functions of communication.
12. Give a brief note on the forms of communication.
13. Write a brief note on the functions of mass media.
14. Write a brief note on (a) seminar and (b) conference.
15. List out the types of media.
16. Give a brief note on the different types of folk dances.
17. Write a brief note on theatre skills.

**SECTION – C (1X20 = 20 )**

**ANSWER ANY ONE QUESTION. ANSWER SHOULD NOT EXCEED 1200 WORDS:**

18. Discuss the use of media in your fieldwork with appropriate examples.
19. Elucidate the different forms of traditional media and their place in social mobilization.

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