

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted during the academic year 2004 –2005 & Thereafter)

SUBJECT CODE : SW/MO/CS44
B.S.W. DEGREE EXAMINATION APRIL 2007
SOCIAL WORK
FOURTH SEMESTER

COURSE : MAJOR - OPTIONAL

PAPER : COMMUNICATION SKILLS

TIME : 3 HOURS

MAX. MARKS :100

SECTION – A

ANSWER ALL THE QUESTIONS. EACH ANSWER NOT TO EXCEED 50 WORDS: (10x3=30)

1. List out the purposes of communication.
2. What are skills required for effective communication?
3. What do you understand by global village?
4. Why do we need visual aids for communication?
5. Define watch dog?
6. Briefly explain the role of media in communication.
7. When is communication successful?
8. Define social development.
9. Bring out the limitations of computer aided (power point) presentation.
10. Enlist the skills required for written communication.

SECTION – B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300 WORDS: (5x6=30)

11. Is Internet a boon or bane?
12. Explain the process of communication with suitable examples.
13. Elucidate the forms of verbal communication and skills required for effective verbal communication.
14. Sketch out the plan for an awareness campaign for helmet usage by the two wheeler riders in Chennai.
15. Media is a powerful medium of communication. Justify.
16. Illustrate the different folk media you would use to show the significance of rain water harvesting in the villages.
17. Bring out the limitations of media in India with special reference to Tamil Nadu.

SECTION – C

ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED 1200 WORDS: (2x20=40)

18. Illustrate the barriers to communication with suitable examples.
19. Explain the principles of communication and justify whether the media is adhering to the principles.
20. Print and Mass Media are not the only media to reach out to the public. There are various other channels too. Justify.
21. Bring out the advantages, disadvantages and problems in preparing visual aids for AIDS prevention promotional campaign.
