

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 2008
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. Define Communication.
2. Write three Principles of Communication.
3. Define Visual Communication.
4. What are the advantages of projected aids?
5. Mass culture – Comment.
6. Drama as means of Communication – How?
7. Write the concept of folk media.
8. Define Written Communication.
9. Write the uses of exhibition.
10. What is meant by Global Village?

SECTION – B

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

11. Explain the use of folk media in teaching the slum Women on the importance of Nutrition.
12. Explain the techniques of Communication in detail.
13. Describe the media of Communication in India.
14. Compare & Contrast Street Theatre and Villupattu.
15. Write down the advantages of Role play.
16. Bring out the scope and limitations of communication?
17. Is Communication essential in social work? Substantiate.

SECTION – C

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

18. Explain the process of Communication in detail. Suggest measures of Effective Communication.
19. Explain how Communication can bring about social change, Social action and Social development in a Society.
20. Explain different Audio-Visual aids that can be used to teach the HIV-AIDS affected persons. Explain the different functions of the same.
21. Explain the different types of Communication. Bring out its advantages & disadvantages.
