

Date:3-03-2022

Registration number:

ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27

BSW - III SEMESTER

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in March 2022)

**SW 3118: Communication Skills for Development**

Time- 2 ½ hrs Max Marks-70

This question paper contains **One** printed page and **THREE** parts

 **Part I**

**Answer any 10 questions** **10X1= 10**

1. Who is the person who transmits the message?
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is the person who notices and decodes and attaches some meaning to a message.
3. Environmental barriers are the same as \_\_\_\_\_\_\_\_\_\_\_ noise
4. Name the 4 Cs of communication.
5. What is the mode of communication that involves a single source transmitting information to a large number of receivers simultaneously called?
6. “Open-door policy is a downwards communication under Organizational communication” true or false?
7. Name the 4 types of office designs.
8. What are the 4 types of grapevine communication?
9. What is chronemics?
10. The use of communication to facilitate social development is called \_\_\_\_\_\_\_ communication
11. Street theatres uses minimum of props, costumes and sets – True or False
12. Posters allow you to spread your message to a wide audience far cheaper than other means – True or False

 **Part II**

**Answer any 4 questions 4X5= 20**

1. Write a note on the formal communication channel.
2. What role do facial expressions, gestures and pauses play in communication?
3. You been assigned a task of designing a poster creating awareness on importance’s of education in your field work. Bring out the content by drawing a poster on the issue. What are the factors you will consider for creating the poster?
4. Being part of the program planning committee of 20Bsw rural camp, construct a small program in relation to youth empowerment and explain how would you implement it in camp.
5. How would you describe a good/effective communication at a work place?

 **Part III**

**Answer any 4 questions**  **4X10= 40**

1. Can culture, gender nationality or social class have an effect on communication? Justify
2. What is Development communication? List the different types of media used in development communication.
3. Has the development of the internet and social media caused a change in the way we communicate? Enumerate.
4. What are the areas one has to look in regarding communication in organization?
5. What is Target Audience? Why is it important to know the Target Audience before designing the message?