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SWS 551

Fourth Semester M.S.W. Degree Examination, September/October 2022
SOCIAL WORK
Communication Skills for Social Work Practice

Time : 3 Hours

Max. Marks : 70

- Instructions :** 1) Answer **all** Units, selecting **one** question from **each** Unit.
2) Answer to **each** question should **not** exceed **eight** pages.
3) **All** questions carry **equal** marks.

UNIT – I

1. a) Explain the scope and process of communication.

OR

- b) Discuss the importance of non-verbal communication.

UNIT – II

2. a) List out the inter-personal methods of communication and elaborate any two of them.

OR

- b) What is job interview ? Examine the process and etiquettes of a job interview.

UNIT – III

3. a) Discuss the relative importance of audio-aids in communication.

OR

- b) What is 'written communication' ? Prepare a guidelines of writing a resume.

P.T.O.



UNIT – IV

4. a) Write an essay on “mass media and development communication”.

OR

b) Elaborate and explain the concept and scope of development communication.

UNIT – V

5. a) Write an essay on “the impact of electronic media on youth”.

OR

b) How social marketing skills will help to develop a business strategies ?
Discuss with examples.
