Seat No: _____ **Enrollment No: _____**

PARUL UNIVERSITY

FACULTY OF SOCIAL WORK

BSW Winter 2024-25 Examination

Semester: 2 **Date: 03-12-2024**

Subject Code: 10101159 **Time: 10:30am to 1:00pm**

Subject Name: Information, Education and Communication in SW **Total Marks: 60**

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start a new question on a new page.

SECTION: A (30 Marks)

Q.1	MCQ/True or False/ Fill in the blanks. (Each of one marks)	(05)	CO	PO	B T
	1. What is the primary purpose of communication in development? A. Entertainment B. Persuasion C. Information sharing and empowerment D. Conflict resolution		3	1	R
	2. What does IEC stand for? A. Inform, Educate, Connect B. Information, Education, Communication C. Innovation, Empowerment, Collaboration D. Interaction, Evaluation, Campaign		2	3	U
	3. What is information literacy? A. The ability to access and evaluate information critically B. The skill of memorizing large amounts of data C. The process of creating advertisements D. A tool for propaganda creation		1	2	R
	4. Which of the following is a key component of digital literacy? A. Basic writing skills B. Online safety and privacy awareness C. Traditional storytelling techniques D. Memorizing all online platforms		2	3	R
	5. Interactive games are considered effective IEC tools because they: A. Provide entertainment only B. Engage participants actively in learning C. Avoid collaboration D. Are easy to produce and distribute		1	2	R
Q.2	**Answer in one sentence. (Each of one marks)**	(05)			
	1. How does IEC contribute to perception building?		1	2	R
	2. Why is digital literacy vital in the modern world?		2	1	U
	3. What does propaganda aim to achieve in media?		1	2	U
	4. What role do program media play in creating public opinion?		2	3	U
	5. In which settings can IEC be applied effectively?		3	1	U
Q 3	Explain the concept of communication and discuss its principles. How does effective communication contribute to development initiatives in communities?	(10)	1	2	AN
Q 4	What is Information, Education, and Communication (IEC), and why is it important in building public perception? Discuss its role in bringing about social change with relevant examples.	(10)	2	1	U
	OR				

Q 4	Discuss how Programme media can be used to influence public opinion in contemporary social issues such as climate change or gender equality. Provide practical examples of propaganda or awareness campaigns.	**(10)**	**1**	**2**	**AN**

SECTION: B (30 Marks)

Q.1	**MCQ/True or False/ Fill in the blanks. (Each of one marks)**	**(05)**	**CO**	**PO**	**B T**
	1. What is the primary purpose of movie screenings in social work? A. Entertainment B. Education and awareness-raising C. Promotion of filmmakers D. Generating profits		**1**	**2**	**R**
	2. In exhibitions, collages are most commonly used to: A. Decorate the venue B. Present a collection of related ideas visually C. Promote specific individuals D. Display historical artifacts		**2**	**3**	**R**
	3. Why are slogans and songs useful tools in social work? A. They are quick, memorable, and impactful. B. They replace detailed campaigns. C. They are less costly to produce. D. They eliminate the need for creative writing.		**3**	**1**	**R**
	4. Folk songs are often used in social work because: A. They are expensive and elaborate. B. They resonate with local culture and traditions. C. They avoid emotional appeal. D. They require no creativity.		**1**	**2**	**U**
	5. Role plays in social work are often used in: A. Public awareness campaigns and training programs B. Scriptwriting for films C. Art exhibitions D. Technical skills workshops		**2**	**1**	**R**
Q.2	**Answer in one sentence. (Each of one marks)**	**(05)**			
	1. In social work, movie reviews primarily focus on what aspect?		**1**	**2**	**U**
	2. What is a unique feature of puppet shows in IEC campaigns?		**2**	**1**	**U**
	3. What makes street plays an effective IEC tool?		**3**	**1**	**U**
	4. Why are role plays commonly used in training and awareness?		**2**	**3**	**U**
	5. What is the role of brochures and pamphlets in social work?		**1**	**2**	**U**
Q 3	Explain the role of audio-visual media in social work. How do tools such as movie screenings and group discussions contribute to social awareness and behavioral change?	**(10)**	**2**	**3**	**AN**
Q 4	Analyze the effectiveness of street plays and role plays in raising awareness about critical social issues like gender equality, mental health, or environmental conservation. Provide practical examples.	**(10)**	**3**	**4**	**U**
	OR				
Q 4	How can tools like poster-making, exhibitions, and collages be used to address contemporary challenges such as public health crises or climate change? Discuss their practical application with examples of successful campaigns.	**(10)**	**2**	**3**	**AN**