

C-2635

Sub. Code

70411/71011

M.S.W. DEGREE EXAMINATION, APRIL 2024.

First Semester

INTRODUCTION TO PROFESSIONAL SOCIAL WORK

**(Common for MSW Specialization in Medical and
Psychiatric Social Work / Human Resources
Management)**

(2023 onwards)

Duration : Three Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. _____ is the view that everyone deserves equal economic, political and social right and opportunities.
(a) Social reforms (b) Social justice
(c) Social welfare
2. _____ means all the sections of society in India, have equal control over their lives, are able to take important decisions in their lives, and have equal opportunities.
(a) Social Development
(b) Social Empowerment
(c) Social movements
3. This Social Work _____ is a statement of values and principles that should bind social work professionals and guide employers.
(a) Code of ethics
(b) Core values of service
(c) Human relationships

4. _____ a vital skill that comprises personal communication, relationship management and professionalism.
- (a) Networking
 - (b) Communication skill
 - (c) Thinking skills
5. _____ suggests that social behaviour is learned by observing and imitating the behaviour of others.
- (a) Conflict theory
 - (b) Cognitive behaviour model
 - (c) Social learning theory
6. _____ holds that social order is maintained by domination and power, rather than by consensus and conformity.
- (a) Conflict theory
 - (b) Cognitive behaviour model
 - (c) Social learning theory
7. Those working within the field of _____ may conduct needs assessments, plan or administer programs, or allocate resources to the community.
- (a) Community social work
 - (b) Community development
 - (c) Community welfare
8. _____ is a specialized area of social work concerned with the psychosocial functioning of students to promote and maintain their health and well-being while assisting students to access their academic potential.
- (a) Professional social worker
 - (b) Professional development
 - (c) School social workers

9. _____ any of a variety of governmental programs designed to protect citizens from the economic risks and insecurities of life.
- (a) Social welfare program
 - (b) Professional development
 - (c) Community development
10. _____ is an organised system of social services and institutions designed to aid individuals and groups in attaining basic human requirements such as food, shelter, health and education.
- (a) Social welfare
 - (b) Professional development
 - (c) Community development

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the meaning of social Defense.
Or
(b) Illustrate social Empowerment.
12. (a) Discuss the problems of professionalization in India.
Or
(b) Why is networking important in social welfare administration?
13. (a) Articulate the cognitive behaviour model.
Or
(b) Elaborate the problem-solving model.
14. (a) Describe the correctional social work.
Or
(b) List the importance of social work with youth.
15. (a) Enumerate the social welfare programs.
Or
(b) Discuss the contemporary social reforms in India.

Section C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Discuss the social reforms in India.

Or

(b) Describe the different types of social movements.

17. (a) Elaborate the national associations of social work.

Or

(b) Summarizes the social core values.

18. (a) Illustrate the crisis intervention model.

Or

(b) Articulate the social learning theory.

19. (a) Enumerate the importance of medical and psychiatric social work.

Or

(b) Discuss the social work with family and children.

20. (a) Write about the social reformer Narayanan guru.

Or

(b) Summarize the social reformer raja ram Mohan Roy.

C-2636

Sub. Code

70412/71012

M.S.W. DEGREE EXAMINATION, APRIL 2024.

First Semester

Human Resources Management

SOCIOLOGY FOR SOCIAL WORK PRACTICE

**(Common for M.S.W (Specialization in Medical and
Psychiatric Social Work)**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Name the person who feels “Social movement is an aggregation of rational individual actors pursuing their self-interest”.
(a) Mancur Olson (b) E.R. Thompson
(c) Karl Marx (d) Emile Durkheim

2. A Social Change and Development in India’s _____ requires sustained collective action over time. Such action is often directed against the state and takes the form of demanding changes in state policy or practice.
(a) Economic movement
(b) Political movement
(c) Cultural movement
(d) Social moment

3. What is the main objective of socio reform movement?
- (a) To throw existing system out of power
 - (b) None of these
 - (c) To remove social evils from the society
 - (d) To change system of the country
4. Name the movement which aims to bring about a change in the personal consciousness and actions of its individual members.
- (a) Social Movement
 - (b) Revolutionary Social Movement
 - (c) Redemptive Social Movement
 - (d) Reformist Social Movement
5. In rural areas, there is a complex system between caste and _____.
- (a) community (b) family
 - (c) class (d) religion
6. Why in most regions of India, women are excluded from ownership of land?
- (a) because they are weak
 - (b) because of the patrilineal kinship system and mode of inheritance
 - (c) all of these
 - (d) because they are incapable
7. Women are emerging as the main source of agricultural labourer. Which is often termed as _____ of agricultural force?
- (a) Feminisation (b) None of these
 - (c) Women workforce (d) Masculinisation

8. _____ is the single most important resource and form of property in rural society.
(a) Personal Land (b) Agricultural Land
(c) Government Land (d) Panchayat Land
9. The _____ was the time in which agricultural production increased significantly as a result of new inventions.
(a) Land Reforms (b) Modernization
(c) Globalization (d) Green Revolution
10. Which of these is the function of caste?
(a) All of these (b) Mental security
(c) Security of culture (d) To determine occupation

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Elaborate the characteristics of society.
Or
(b) Examine the social structure and social system.
12. (a) Illustrate the process of socialization.
Or
(b) Describe the traditions and customs.
13. (a) Write a note on Sanskritization.
Or
(b) Briefly describe ethnocentrism.
14. (a) Categorize the types of social movements.
Or
(b) Brief the terrorism and minority groups.

15. (a) List the issues arising out of liberation.

Or

(b) Describe the problems faced by weaker section and elderly.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Define kinship. Brief its types and theory.

Or

(b) Describe the caste, religion, and education.

17. (a) Analyse our education system and how it will socialize with others.

Or

(b) Summarizes the major agents of social control.

18. (a) Elaborate the theories of social change.

Or

(b) Writes a notes on Westernization.

19. (a) Enumerate the major social movements in India.

Or

(b) Illustrate the process of social movements.

20. (a) State the general social problems.

Or

(b) Analyse the globalization and privatization.

C-2637

Sub. Code

70413/71013

M.S.W. DEGREE EXAMINATION, APRIL 2024

First Semester

PSYCHOLOGY FOR SOCIAL WORK PRACTICE

**(Common for M.S.W. (Specialization in Medical and
Psychiatric Social Work/Human Resources
Management))**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. Psychology means _____
 - (a) Science of soul
 - (b) Study of soul
 - (c) Both (a) and (b)
 - (d) Study of brain activities
2. Memory is the _____ of information or experience over a period of time.
 - (a) Rehearsal (b) Intake
 - (c) Association (d) Retention
3. The formula which is used to measure IQ _____
 - (a) $IQ = MA / CA * 100$ (b) $IQ = CA / MA * 100$
 - (c) $IQ = CA / MA$ (d) $IQ = MA / CA$

4. The retrieval of what has been stored in memory is called:
- (a) Recognition
 - (b) Recall
 - (c) Relearning
 - (d) Reconstruction
5. Which one of the following is not a psychological motive?
- (a) Need for achievement
 - (b) Need for affection
 - (c) Need for belonging
 - (d) Need for Oxygen
6. Who is the pioneer that proposed the 16 basic dimensions of normal personality and devised a questionnaire (16PF) to measure them?
- (a) Carl Jung
 - (b) Raymond Cattell
 - (c) Julian Rotter
 - (d) Gordon Allport
7. A pattern of relatively permanent traits, dispositions, or characteristics that give some consistency to a person's behavior is called
- (a) Personality
 - (b) A general trait
 - (c) A specific trait
 - (d) A genetic predisposition
8. The word personality comes from "persona", which originally meant.
- (a) Theatrical mask
 - (b) Soul
 - (c) The animal side of human nature
 - (d) That which one truly is

9. People who rate high on _____ tend to be anxious, worried, and socially insecure.
- (a) Neuroticism (b) Introversion
(c) Extraversion (d) Both (b) and (c)
10. The term used to describe humans' desire for life-sustaining supports such as food and water is:
- (a) Motivation (b) Secondary need
(c) Primary need (d) Esteem need

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Illustrate the cognitive psychology.
- Or
- (b) Compare structuralism and functionalism.
12. (a) Describe the basic psychological processes in behavior.
- Or
- (b) Analyze the factors that influencing human behavior.
13. (a) Elaborate the Piaget cognitive developmental theory.
- Or
- (b) Describe the Kohlberg moral developmental theory.

14. (a) Distinguish between normality and abnormality.

Or

(b) Compare the neurosis and psychosis.

15. (a) Compare the achievement test and aptitude test.

Or

(b) Brief the basic concept of psychometrics.

Section C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Explain the areas of human development.

Or

(b) Summarizes the gestalt psychology.

17. (a) Examine the concept of human behaviour.

Or

(b) Inspect the concept of self.

18. (a) Enumerate the developmental stages.

Or

(b) Describe the developmental tasks.

19. (a) Categorize the personality disorders.

Or

(b) Explain the anxiety disorders.

20. (a) Elaborate all the theories of motivation.

Or

(b) Analyse the factors influencing personality and structure.

C-2638

Sub. Code

70414/71014

M.S.W. DEGREE EXAMINATION, APRIL 2024

First Semester

SOCIAL WORK PRACTICE WITH INDIVIDUALS

**(Common for M.S.W. (Specialization in medical and
Psychiatric Social Work/Human Resource
Management))**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Relationship central to sociology are those which involve
 - (a) Friendliness
 - (b) Conflict
 - (c) Mutual recognition and the sense of something shared in common
 - (d) Kinship ties
2. Socialism is a _____ not a process.
 - (a) Theory
 - (b) Virtue
 - (c) Biological specialization
 - (d) State of nature
3. Social structure is a/an-
 - (a) structural coherence
 - (b) integration of ultimate values
 - (c) ritualistic expression
 - (d) functional arrangement

4. Norm is
 - (a) actual behaviour
 - (b) a culturally shared definition of desirable behaviour
 - (c) behaviour desired by majority of the individuals
 - (d) standard of behaviour
5. Social norms refer to
 - (a) all types of behaviour
 - (b) the most frequently observed behaviour in a society
 - (c) right type of behaviour
 - (d) those standards or rules which specify appropriate and in appropriate behaviour
6. Which among the following is true of socialization?
 - (a) it socializes the individuals
 - (b) It makes society above individual
 - (c) It brings individuals into the social
 - (d) All the above
7. Answer ember of a small trade union is
 - (a) A social group
 - (b) An associational group
 - (c) A statistical group
 - (d) A primary group key
8. Identify the correct sequence regarding stages in social case work
 - (a) Study, intake, social diagnosis, treatment, termination, evaluation
 - (b) Intake, study, social diagnosis, treatment, valuation, termination
 - (c) Intake, study, social diagnosis, treatment, termination, evaluation
 - (d) Study, social diagnosis, intake, treatment, termination, evaluation

15. (a) Illustrate the rapport building.

Or

(b) Describe the process and summary recording.

Part C (5 × 8 = 40)

Answer **all** the questions.

16. (a) Summarizes the values and principles of social case work practice.

Or

(b) Describe the components of case work Perlman's model.

17. (a) Elaborate the Techniques and principles of interviewing.

Or

(b) Explain the collateral contacts assessment.

18. (a) Distinguish transference and counter transference.

Or

(b) Describe the characteristic of professional relationship.

19. (a) Discuss the person-centered approach.

Or

(b) Elaborate the problem-solving approach.

20. (a) Analyze the environment modification.

Or

(b) Examine the use of genogram and eco map.

C-2639

Sub. Code

70415/71015

M.S.W. DEGREE EXAMINATION, APRIL 2024

First Semester

SOCIAL WORK PRACTICE WITH GROUPS

**(Common for M.S.W. (Specialization in Medical and
Psychiatric Social Work / Human Resources
Management)**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. Which among the following is not the purpose of Human Resource Planning?
 - (a) Configuring fixed skill setup for the departments in a same manner
 - (b) Analyse people market environment
 - (c) Forecasting future skill requirement
 - (d) Optimum use of currently employed human resources

2. Which of the following is not a principle of group work?
 - (a) Progressive programme experience
 - (b) Specific objective
 - (c) Group experiment planning
 - (d) Continuous evaluation

3. Decision making means
 - (a) Choosing among alterations
 - (b) Choosing among alternatives
 - (c) Choosing for allocations
 - (d) All the above
4. Social Goals Model is a model associated with
 - (a) Community work
 - (b) Case work
 - (c) Group work
 - (d) Social welfare administration
5. Which of the following is not a social process?
 - (a) Accommodation (b) Acculturation
 - (c) Annihilation (d) Assimilation
6. The Development Stage of Group Work includes
 - (a) Planning (b) Beginning
 - (c) Assessment (d) All of these
7. Sociologists describe the term 'group' as
 - (a) Collection of people
 - (b) People involved in organized pattern of interaction
 - (c) People interacting at a place
 - (d) Participants in a gathering
8. Which one of the following is a 'secondary group'?
 - (a) Nuclear family (b) Peer group
 - (c) Association (d) Joint family

9. Value of the programme in group work lies in?
- (a) Establishing satisfying affective (love) relationship
 - (b) Enhancing knowledge of possible alternative activities
 - (c) Giving expression to creative dynamics drives
 - (d) Increasing proficiency in the chosen programme activity
10. The success of group work does NOT depend on?
- (a) Achievement of goals
 - (b) Understanding and agreement on major problems
 - (c) Handling of behavioural problems
 - (d) Ignoring individual problems

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Elaborate the characteristic of effective group.
- Or
- (b) Describe the group formation phases.
12. (a) Explain the functions of group dynamics.
- Or
- (b) Enumerate the types of leadership.
13. (a) State the criteria for good group work.
- Or
- (b) List all the ground rules for group work meetings.
14. (a) Discuss the social goal.
- Or
- (b) Describes the remedial model and reciprocal model.

15. (a) Enumerate the skills for social group work.

Or

(b) Describe the correctional institutions.

Section C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Discuss the theoretical basis of group work.

Or

(b) Describe the assumptions and values of social group work.

17. (a) State the qualities of leader.

Or

(b) Write a note on acceptance, isolation and rejections.

18. (a) Elaborate the planning phase and beginning phase.

Or

(b) Examine the intervening group.

19. (a) Write a note on committees and teams.

Or

(b) Brief the treatment groups.

20. (a) Brief the de-addiction program.

Or

(b) Elaborate on the mentally challenged people.

C-2640

Sub. Code

**70416/
71016**

M.S.W. DEGREE EXAMINATION, APRIL 2024

First Semester

**Common for MSW (Specialization in Medical and
Psychiatric Social Work/Human Resources
Management)**

LIFE SKILLS EDUCATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. _____ are defined as psychosocial abilities for adaptive and positive behaviour
 - (a) Recreational skills
 - (b) Soft skills
 - (c) Life skills
 - (d) Vocational skills

2. _____ process of sharing facts, ideas, opinions, thought and information through speech, writing, gestures or symbols between two or more persons
 - (a) Decision making (b) Self-awareness
 - (c) Self-empathy (d) Communication

3. Coping with _____ involves recognizing emotions with us and others, being aware of how emotion influence behaviour
- (a) Stress (b) Emotion
(c) Empathy (d) Communication
4. Trying to find a solution to a problem is known as
- (a) Problem solving
(b) Decision making
(c) Self-awareness
(d) None of the above
5. _____ is our body reaction to people and events and to our own thoughts.
- (a) Emotion (b) Stress
(c) Relationship (d) None of the above
6. _____ is the ability to imagine or invent something new
- (a) Creativity (b) Capacity
(c) Communication (d) Awareness
7. What's the source of self-knowledge?
- (a) Self perception
(b) Social comparison
(c) Feedback from others
(d) All the above
8. What are all the factors influencing self-concept?
- (a) Biologic make-up
(b) Culture values and beliefs
(c) Coping with stress tolerance
(d) All the above

9. _____ Relationships are between two are more people.
(a) Inter personal (b) Intra-personal
(c) Intimate (d) None of the above
10. _____ is our body reaction to people and events and to our own thoughts.
(a) Emotion (b) Stress
(c) Relationship (d) None of the above

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Illustrate different types of empathy.

Or

- (b) Examine the inferiority complex and its impact.

12. (a) Elaborate the nurturing relationships.

Or

- (b) Categorize the skills in communication.

13. (a) Explain the challenges in critical thinking.

Or

- (b) Summarize the concept and importance of creative thinking.

14. (a) Describe the emotional regulation.

Or

- (b) Analyse the different types of stress and its impacts.

15. (a) Enumerate the types of solutions in problem solving.

Or

- (b) Examine the challenges in decision making.

Section C (5 × 8 = 40)

Answer **all** the questions.

16. (a) Summarize the concept and importance of empathy.

Or

- (b) Discuss the cognitive, affect, and behavioural aspects of empathy.

17. (a) Examine the challenges in interpersonal communication.

Or

- (b) Explain the importance of relationship in life.

18. (a) Analyse the practices that will improve the critical thinking.

Or

- (b) Summarizes the concept and importance of critical thinking.

19. (a) Elaborate the concept of emotional intelligence.

Or

- (b) Explain the concept of stress and describe the continuum of stress.

20. (a) Discuss the decision-making tools.

Or

- (b) Distinguish the temporary and permanent solutions.

C-2641

Sub. Code

70421/71021

M.S.W. DEGREE EXAMINATION, APRIL 2024.

Second Semester

COMMUNITY ORGANIZATION AND SOCIAL ACTION

**(Common for: Specialization in Medical and Psychiatric
Social Work / Human Resource Management)**

(2023 onwards)

Duration : Three Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. What term refers to a group of people living in the same area or sharing common interests?
 - (a) Community
 - (b) Organization
 - (c) Classification
 - (d) Characteristics

2. Which term describes the process of mobilizing and empowering a community to address its needs and aspirations?
 - (a) Community organization
 - (b) Community development
 - (c) Assessment
 - (d) Principles

3. Which term describes a model of community organization focused on building community capacities and resources within a specific area?
 - (a) Social planning
 - (b) Locality development
 - (c) Social action
 - (d) Networking

4. What term refers to the process of raising awareness and empowering individuals or groups to take collective action for social change?
 - (a) Public relations (b) Resource mobilization
 - (c) Conscientisation (d) Liaisoning

5. What term describes the process of informing and educating communities about social issues and mobilizing them for action?
 - (a) Awareness creation
 - (b) Planning and organizing
 - (c) Education
 - (d) Networking

6. Which term refers to the process of bringing together individuals or groups within a community to work towards common goals?
 - (a) Participation
 - (b) Leadership
 - (c) Community action
 - (d) Legislative actions

7. Which approach to social emphasizes community empowerment through education and critical consciousness?
- (a) Paulo Friere
 - (b) Saul Alinsky
 - (c) Martin Luther King
 - (d) Ambedkar
8. Whose social action approach is characterized by community organizing and mobilization around specific issues or grievances?
- (a) Paulo Friere
 - (b) Saul Alinsky
 - (c) Martin Luther King
 - (d) Ambedkar
9. What term describes the strategy of directly engaging with individuals to promote awareness and mobilize support for social change?
- (a) Individual contact (b) Conscientization
 - (c) Negotiation (d) Advocacy
10. Which strategy involves educating and empowering individuals or communities to critically analyse and challenge social injustices?
- (a) Conscientization (b) Legal suasion
 - (c) Public relations (d) Conflict resolution

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the importance of assessment in the process of community organization, highlighting its role in guiding action and decision-making.

Or

- (b) Outline the principles of community organization and discuss their significance in promoting sustainable community change.
12. (a) Explain the concept of community organization as a para-political process, outlining its significance in promoting social change and citizen participation.

Or

- (b) Identify two roles and strategies commonly employed by social movements in community organization and discuss their effectiveness in achieving collective goals.
13. (a) Discuss the application of community organization in urban settings, outlining specific challenges and strategies for addressing urban issues.

Or

- (b) Analyse the importance of networking in community organization, providing examples of how collaborative partnerships can enhance community development efforts.

14. (a) Describe two techniques commonly used in social action to engage communities and advocate for social change.

Or

- (b) Explain the concept of social action and discuss its purpose in addressing social injustices and inequalities.
15. (a) Discuss the role of advocacy in social action, highlighting its importance in amplifying marginalized voices and influencing policy change.

Or

- (b) Analyse the contextual usage of strategies in social action, considering how factors such as culture, history and power dynamics influence their effectiveness.

Section C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Analyse the history of community organization, tracing its evolution and highlighting key milestones in its development.

Or

- (b) Evaluate the effectiveness of community organization in addressing social issues.
17. (a) Analyze the models of community organization such as locality development and social planning, discussing their specific content, general content and process content.

Or

- (b) Evaluate the role of networking in community organization, exploring how it can enhance collaboration, resource sharing and advocacy efforts.

18. (a) Evaluate the effectiveness of legislative and non-legislative actions in community organization, discussing their strengths, limitations and applications in different contexts.

Or

- (b) Discuss the role of community actions in promoting social change and addressing systemic inequalities, providing examples to illustrate its impact.
19. (a) Analyse the role of education in social action, examining how it can empower individuals and communities to challenge oppression and advocate for change.

Or

- (b) Evaluate the effectiveness of different techniques used in social action, such as grassroots organizing, protest and advocacy, in achieving social justice goals.
20. (a) Evaluate the effectiveness of individual contact as a strategy in social action, discussing its advantages, limitations and ethical considerations.

Or

- (b) Discuss the roles and responsibilities of social activists in advocating for social change, exploring the challenges they face and the strategies they employ.

C-2642

Sub. Code

70422/71022

M.S.W. DEGREE EXAMINATION, APRIL 2024.

Second Semester

**Specialization in Medical and Psychiatric
Social Work/Human Resource Management**

SOCIAL WORK ADMINISTRATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. What is the primary objective of a welfare state?
 - (a) To maximize individual liberties
 - (b) To minimize government intervention
 - (c) To ensure social and economic well-being
 - (d) To promote free-market capitalism

2. Which part of the Indian Constitution deals with Fundamental Duties?
 - (a) Part III (b) Part IV
 - (c) Part IV A (d) Part I

3. What is the primary focus of social work administration?
 - (a) Providing direct services to clients
 - (b) Advocating for policy change
 - (c) Managing human service organizations
 - (d) Conducting research on social issues

4. Which of the following is NOT a function of social work administration?
 - (a) Program evaluation
 - (b) Budgeting and financial management
 - (c) Providing therapy to clients
 - (d) Staff supervision and training

5. What element of directing involves providing guidance, support, and feedback to employees?
 - (a) Supervision (b) Motivation
 - (c) Leadership (d) Communication

6. What administrative skill is essential for effectively conveying information, ideas, and instructions to other?
 - (a) Writing reports (b) Staffing
 - (c) Planning (d) Organizing

7. Which financial administration process involves estimating future income and expenses to guide financial decision-making?
 - (a) Budgeting
 - (b) Accounting
 - (c) Auditing
 - (d) Mobilization of financial resources

8. What is the primary purpose of auditing in financial administration?
 - (a) Recording financial transactions
 - (b) Preparing financial statements
 - (c) Evaluating financial performance
 - (d) Mobilizing financial resources

9. Which administrative document outlines the structure, objectives, and rules of an organization?
- (a) Memorandum of Association
 - (b) Constitution
 - (c) Bye-laws
 - (d) Annual Report
10. Which major program is managed by the Central Social Welfare Board in India?
- (a) National Rural Employment Guarantee Scheme
 - (b) National Food Security Mission
 - (c) Integrated Child Development Services
 - (d) National Health Mission

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) How do the Directive Principles of State Policy contribute to planned social change in India?

Or

- (b) What are the key components of the National Policy on Voluntary Sector (2007) and how does it impact social welfare initiatives?
12. (a) Discuss the skills required for effective social work administration, emphasizing the importance of communication, leadership, and decision-making abilities.

Or

- (b) Explain three key principles that guide social work administration, providing examples of how these principles are applied in practice.

13. (a) Explain the planning process in administration, highlighting its importance in setting organizational goals and strategies.

Or

- (b) Discuss the role of supervision in the directing process of administration.

14. (a) Outline the significance of monitoring and evaluation in administrative practices.

Or

- (b) Discuss different communication channels and techniques used in organizations to facilitate effective information flow and coordination.

15. (a) Analyse the role of leadership in administration, discussing different leadership styles and their impact on organizational culture and performance.

Or

- (b) Assess the impact of major programs managed by the Central Social Welfare Board and the State Social Welfare Boards on the socio-economic development of vulnerable communities in India.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Discuss the concept of a welfare state, highlighting its evolution and relevance in contemporary societies.

Or

- (b) Analyse the significance of the Directive Principles of State Policy (DPSP) in India's socio-economic development.

17. (a) Evaluate the role of non-governmental, non-profit-making, and self-governing organizations in shaping social welfare policies and programs.

Or

- (b) Analyse the diversity of human service organizations in India based on their orientations, levels of operation, and focus areas.
18. (a) Discuss the importance of administrative skills in facilitating effective decision-making and problem-solving.

Or

- (b) Discuss how these elements are interrelated and explain their significance in achieving organizational objectives and fostering employee engagement.
19. (a) Discuss the provisions of the Foreign Contribution (Regulation) Act, 1976, regarding the receipt and utilization of foreign contributions by organizations in India.

Or

- (b) Analyse the concept of grants-in-aid in financial administration, explaining their significance in funding social welfare programs and projects.

20. (a) Analyse the challenges faced by organizations in mobilizing financial resources and propose measures for enhancing resource mobilization efficiency.

Or

- (b) Discuss the eligibility criteria and conditions for availing tax exemptions, as well as the benefits and limitations of tax-exempt status for organizations.

C-2643

Sub. Code

70423/71023

M.S.W. DEGREE EXAMINATION, APRIL 2024

Second Semester

ENVIRONMENTAL SOCIAL WORK

**(Common for Specialization in Medical and Psychiatric
Social Work/Human Resource Management)**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. Which of the following is a major cause of environmental degradation?
 - (a) Population growth
 - (b) Environmental consciousness
 - (c) Sustainable development
 - (d) Conservation efforts
2. Which natural resource is primarily affected by air pollution?
 - (a) Soil
 - (b) Water
 - (c) Air
 - (d) Forests
3. Which ecological movement is associated with the slogan "Tree Hugger"?
 - (a) Save Forests Movement
 - (b) MittiBachaoAndolan
 - (c) Chipko Movement
 - (d) Movements against Big Dams

4. What is the primary focus of eco-farming practices?
 - (a) Maximizing crop yields
 - (b) Minimizing environmental impact
 - (c) Using synthetic pesticides and fertilizers
 - (d) Promoting monoculture farming

5. What is the role of grassroots organizations in environmental conservation?
 - (a) Implementing international treaties
 - (b) Lobbying governments for policy changes
 - (c) Engaging local communities in conservation efforts
 - (d) Conducting scientific research

6. Which system of waste management involves active participation of local communities?
 - (a) State-controlled (b) Traditional
 - (c) Technological (d) International

7. What is the primary responsibility of the Central Pollution Control Board (CPCB) in India?
 - (a) Monitoring wildlife conservation
 - (b) Regulating industrial emissions
 - (c) Managing agricultural practices
 - (d) Promoting tourism

8. Which type of offenders are primarily targeted by environmental protection laws in India?
- (a) Individuals only
 - (b) Companies only
 - (c) Both individuals and companies
 - (d) Government agencies
9. Unplanned urbanization contributes to:
- (a) Decreased pollution levels
 - (b) Sustainable development
 - (c) Environmental degradation
 - (d) Biodiversity conservation
10. Which entity plays a significant role in environmental movements in India?
- (a) Government agencies
 - (b) Private corporations
 - (c) Non-governmental organizations (NGOs)
 - (d) International organizations

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss the impact of environmental degradation on natural resources such as air, soil, and water.
- Or
- (b) Discuss the causes of encroachments and potential solutions to address this environmental issue.

12. (a) Discuss the role of social workers and NGOs in promoting environmental consciousness and ecological movements at the global level.

Or

- (b) Explain the significance of people's initiatives such as the Chipko Movement, Save Forests Movement, and MittiBachaoAndolan in protecting the environment and promoting community participation in environmental conservation.
13. (a) Discuss the implications of the Rio Summit on global environmental policies.

Or

- (b) Evaluate the role of women in Environmental conservation efforts, citing examples.
14. (a) Explain the key provisions of the Environment Protection Act 1986 and its significance in addressing environmental issues in India.

Or

- (b) Discuss the powers and functions of the State Pollution Control Boards (SPCBs) in enforcing water pollution regulations and ensuring compliance with the Water Pollution Act 1974.
15. (a) Explain the role of NGOs in addressing environmental issues in India, highlighting their strategies, challenges, and impact on policy advocacy and community engagement.

Or

- (b) Discuss the key functions and responsibilities of government agencies involved in environmental protection in India.

Section C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Discuss the role of community-based natural resource management approaches in conserving common property resources and enhancing ecosystem resilience to environmental threats.

Or

- (b) Evaluate the effectiveness of government policies and international agreements in addressing environmental issues such as pollution, deforestation, and habitat destruction.
17. (a) Discuss the socio-political dynamics, strategies, and outcomes of these movements in challenging destructive development projects and advocating for environmentally sensitive alternatives.

Or

- (b) Discuss the principles and practices of eco-farming and natural farming as viable alternatives to conventional agricultural methods.
18. (a) Compare and contrast traditional, state-controlled, and people-controlled systems of environmental management, highlighting their respective strengths and weaknesses.

Or

- (b) Analyse the effectiveness of grassroots organizations in influencing environmental policies and practices, considering their strengths, limitations, and impact on community engagement and sustainability.

19. (a) Describe the procedures for addressing environmental violations under the Air Pollution Act 1987, highlighting the role of regulatory authorities and the penalties involved.

Or

- (b) Discuss the significance of the Water Pollution Act 1974 in safeguarding water resources in India, emphasizing its objectives, regulatory mechanisms, and the responsibilities of stakeholders.
20. (a) Evaluate the effectiveness of social work initiatives at different levels (local, national, international) in addressing environmental challenges in India.

Or

- (b) Analyse the role of environmental movements in India in shaping environmental policies and fostering public awareness and participation.
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C-2644

Sub. Code

70425

M.S.W. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Medical and Psychiatric Social Work

INTRODUCTION TO MEDICAL SOCIAL WORK

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. Hospice care primarily focuses on:
 - (a) Curative treatment
 - (b) Palliative care for terminally ill patients
 - (c) Preventive healthcare
 - (d) Rehabilitation services

2. The role of a medical social worker includes:
 - (a) Performing surgical procedures
 - (b) Providing emotional support and counselling
 - (c) Administering medication
 - (d) Conducting medical research

3. The psychosomatic approach in medical social work primarily focuses on:
 - (a) Treating physical symptoms only
 - (b) Addressing psychological factors influencing physical health
 - (c) Conducting surgical procedures
 - (d) Providing financial assistance to patients

4. The holistic approach to prevention and promotion model emphasizes:
 - (a) Treating illnesses after they occur
 - (b) Preventing illnesses through holistic interventions
 - (c) Ignoring social and environmental factors in healthcare
 - (d) Relying solely on medication for treatment

5. Documentation and record-keeping in medical social work primarily serve to:
 - (a) Maintain patient confidentiality
 - (b) Increase administrative workload
 - (c) Limit communication among healthcare providers
 - (d) Streamline patient care processes

6. What is the primary function of an ethical committee in a hospital setting?
 - (a) To manage hospital finances
 - (b) To oversee patient satisfaction surveys
 - (c) To ensure compliance with ethical standards in patient care
 - (d) To provide medical training to staff

7. The Consumer Protection Act (COPRA) primarily aims to:
- (a) Ensure quality control in manufacturing industries
 - (b) Protect consumers against unfair trade practices and deficient services
 - (c) Regulate environmental pollution
 - (d) Standardize medical treatments in hospitals
8. Health insurance primarily functions to:
- (a) Provide financial coverage for medical expenses
 - (b) Guarantee free healthcare for all citizens
 - (c) Ensure equal access to medical treatments
 - (d) Regulate pharmaceutical industries
9. In which setting would a medical social worker likely assist in addressing social determinants of health, advocating for health equity, and developing programs to address community needs?
- (a) Outpatient Department
 - (b) Pediatric Department
 - (c) Emergency/Crisis Care
 - (d) Community Health Setting

10. Which department would typically involve a medical social worker in conducting psychosocial assessments, providing counseling, and coordinating with multidisciplinary teams to address mental health concerns?
- (a) Outpatient Department
 - (b) Geriatric Department
 - (c) Pediatric Department
 - (d) Emergency/Crisis Care

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Define medical social work and discuss its objectives in addressing the psychosocial needs of patients and families in healthcare settings.

Or

- (b) Trace the origin and development of social work in the West and India, highlighting key historical milestones and influential figures in the field of medical social work.
12. (a) Describe various social work methods applied in medical settings, such as counselling, advocacy, resource coordination, and crisis intervention, and discuss their utility in addressing psychosocial needs and promoting patient well-being.

Or

(b) Discuss the ethical considerations and challenges encountered in medical social work practice, including issues related to confidentiality, boundary management, and cultural competence, and propose strategies for addressing these challenges.

13. (a) Describe three ways in which medical social work collaborates with nursing staff in a hospital setting to improve patient outcomes.

Or

(b) Explain the significance of interdisciplinary collaboration in addressing complex healthcare issues, using medical social work as an example.

14. (a) Discuss the ethical considerations involved from the perspective of medical social work, patient autonomy, and medical ethics.

Or

(b) How can medical social workers advocate for equitable access to transplantation and address ethical dilemmas in organ allocation?

15. (a) Discuss the role of a medical social worker in outpatient departments, emphasizing their functions in providing counselling, support.

Or

(b) Explain the importance of geriatric medical social workers in addressing the unique social, emotional, and practical needs of older adults.

Section C

(5 × 8 = 40)

Answer **All** questions.

16. (a) Explore the implications of these trends for the role of medical social workers in addressing contemporary healthcare challenges.

Or

- (b) Discuss the concepts of ambulatory care and convalescent care in healthcare settings, highlighting the role of medical social workers in facilitating patient transitions and promoting continuity of care.
17. (a) Outline the process of preparing a social case history in medical social work, highlighting the information gathered and the significance of this document in informing intervention planning and coordination of care.

Or

- (b) Identify common problems experienced by patients due to hospitalization, such as loss of independence, social isolation, and financial strain, and discuss the role of medical social workers in addressing these issues.
18. (a) Discuss the importance of accurate and thorough documentation in medical social work practice, highlighting its impact on patient care and treatment planning.

Or

- (b) Elaborate on the role of the ethical committee in resolving ethical dilemmas encountered by medical social workers in their practice within a hospital setting.

19. (a) Analyse the ethical implications of organ transplant procedures, focusing on issues such as organ donation consent, allocation criteria and fairness in distribution.

Or

- (b) Explore the ethical concerns surrounding stem cell research and human cloning, considering principles of autonomy beneficence, and justice in medical ethics.
20. (a) Describe the functions of medical social workers in pediatric departments, highlighting their role in supporting families coping with childhood illness, advocating for children's rights.

Or

- (b) Analyse the role of medical social workers in emergency/crisis care settings, focusing on their functions in providing crisis intervention, psychosocial assessment.
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C-2645

Sub. Code

70426

M.S.W. DEGREE EXAMINATION, APRIL 2024

Second Semester

Medical and Psychiatry Social Work

INTRODUCTION TO PSYCHOPATHOLOGY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. The current paradigm in psychopathology emphasizes
 - (a) Biological factors as the sole cause of mental disorders
 - (b) Environmental factors as the primary cause of mental disorders
 - (c) Interaction between biological, psychological and social factors in the development of mental disorders
 - (d) Psychoanalytic interpretations of mental disorders

2. Which of the following is a limitation of the categorical classification system for mental disorders?
 - (a) Allows for individualized treatment plans
 - (b) Facilitates communication among professionals
 - (c) May oversimplify complex presentations
 - (d) Provides clear etiology for all disorders

3. Which subtype of schizophrenia is characterized by prominent delusions and auditory hallucinations, often involving themes of persecution or grandiosity?
- (a) Paranoid schizophrenia
 - (b) Catatonic schizophrenia
 - (c) Schizophrenia form disorder
 - (d) Disorganized schizophrenia
4. In catatonic schizophrenia, individuals may display
- (a) Profound apathy and lack of motivation
 - (b) Repetitive or purposeless movements or postures
 - (c) Rapid speech and disorganized thoughts
 - (d) Flat affect and social withdrawal
5. Substance use disorder refers to
- (a) Controlled and occasional consumption of substances
 - (b) Normal usage of substances for medicinal purposes
 - (c) Problematic pattern of substance use leading to clinically significant impairment or distress
 - (d) Complete avoidance of all substances
6. Which substance is commonly associated with physical dependence and withdrawal symptoms such as tremors, sweating, and nausea?
- (a) Alcohol
 - (b) Caffeine
 - (c) Nicotine
 - (d) Opioids

7. Which term refers to a mood disorder characterized by episodes of depression without any history of mania or hypomania?
- (a) Unipolar disorder
 - (b) Bipolar disorder
 - (c) Cyclothymic disorder
 - (d) Dysthymic disorder
8. Bipolar disorder involves
- (a) Persistent feelings of sadness and hopelessness
 - (b) Alternating episodes of depression and mania or hypomania
 - (c) Periods of stable mood without any mood disturbances
 - (d) Chronic irritability and agitation
9. ADHD (Attention-Deficit/Hyperactivity Disorder) is characterized by
- (a) Persistent sadness and low mood
 - (b) Impulsivity, inattention, and hyperactivity
 - (c) Intense fears and avoidance behaviors
 - (d) Hallucinations and delusions
10. Learning disorders primarily affect
- (a) Intellectual functioning
 - (b) Motor skills and coordination
 - (c) Academic achievement and performance
 - (d) Social interaction and communication skills

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain the concept of normality and abnormality in psychopathology discussing cultural, contextual, and historical factors that influence definitions of mental health and illness.

Or

- (b) Describe the current paradigms in psychopathology including the biomedical, psychological and sociocultural perspectives, and their contributions to understanding mental disorders.

12. (a) Case Study: A 28-year-old male presents with paranoid delusions and auditory hallucinations. Discuss the steps in diagnosing schizophrenia, including history-taking, mental status examination, and differential diagnosis considerations.

Or

- (b) Case Study : A 45-year-old female with catatonic schizophrenia exhibits immobility, negativism, and stereotyped movements. Outline a comprehensive treatment plan, including pharmacotherapy and psychosocial interventions, to address her symptoms and improve functioning.

13. (a) Discuss the potential outcomes of substance use disorder management, including factors influencing treatment response, relapse prevention strategies, and the impact of early intervention on long-term recovery.

Or

- (b) Case Study: A 30-year-old individual presents with symptoms of alcohol dependence, including tolerance, withdrawal, and social impairment. Describe a comprehensive treatment plan, including detoxification, pharmacotherapy.

14. (a) Describe the epidemiology of mood disorders, including prevalence rates, demographic trends, and risk factors associated with the development of unipolar and bipolar disorders.

Or

- (b) Explain the etiology of mood disorders, considering genetic, biological, and environmental factors contributing to the onset and maintenance of depression and bipolar disorder.
15. (a) Explain the epidemiology of childhood disorders, including prevalence rates, demographic trends, and risk factors associated with the development of mental retardation.

Or

- (b) Describe the etiology of childhood disorders, considering genetic, biological, and environmental factors contributing to the onset.

Section C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Evaluate the salient features and limitations of the DSM-5 (Diagnostic and Statistical Manual of Mental Disorders), highlighting its role in diagnosing mental disorders and potential criticisms of its categorical approach.

Or

- (b) Discuss the importance of conducting interviews in examining persons with mental illness, outlining key skills required for effective interviewing and establishing rapport with patients.

17. (a) Explore the challenges and stigma associated with schizophrenia in society, discussing strategies.

Or

- (b) Discuss the steps in diagnosing schizophrenia, including history-taking, mental status examination, and differential diagnosis considerations.
18. (a) Analyse the course of substance use disorders, including patterns of use, progression from experimentation to addiction, and potential outcomes over time with or without intervention.

Or

- (b) Explain the management of substance use disorders, outlining pharmacological treatments, behavioural therapies, and harm reduction strategies employed in addiction treatment programs.
19. (a) Discuss the clinical diagnosis of mood disorders, including assessment tools, diagnostic criteria, and differential diagnosis considerations in psychiatric evaluations.

Or

- (b) Explore the management of mood disorders, outlining pharmacological treatments, psychotherapy approaches.
20. (a) Discuss the clinical diagnosis of childhood disorders, including assessment tools, diagnostic criteria, and differential diagnosis considerations in pediatric evaluations.

Or

- (b) Explore the management of childhood disorders, outlining multidisciplinary interventions, educational accommodations.

C-2647

Sub. Code

71026

M.S.W. DEGREE EXAMINATION, APRIL 2024

Second Semester

Human Resource Management

ORGANIZATIONAL BEHAVIOR AND DEVELOPMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. What is the primary focus of Organizational Behaviour (OB)?
 - (a) External market analysis
 - (b) Individual behaviour within organizations
 - (c) Financial management strategies
 - (d) Supply chain optimization
2. Which theory suggests that individuals are motivated by a hierarchy of needs?
 - (a) Equity theory
 - (b) Expectancy theory
 - (c) Maslow's hierarchy of needs
 - (d) Goal-setting theory

3. Which of the following is a key determinant of individual behaviour in organizations?
 - (a) Group dynamics
 - (b) Organizational structure
 - (c) Personality
 - (d) Economic factors
4. What term refers to the evaluative beliefs an individual holds about objects, people, and events?
 - (a) Values
 - (b) Personality
 - (c) Attitude
 - (d) Perception
5. Organizational culture is best defined as
 - (a) The physical layout of the organization's offices
 - (b) The formal hierarchy of authority within the organization
 - (c) The shared values, beliefs, and norms within an organization
 - (d) The financial performance of the organization
6. Societal cultural dynamics refer to
 - (a) The influence of global markets on organizational behavior
 - (b) The cultural values and norms present in the broader society
 - (c) The impact of organizational culture on societal trends
 - (d) The legal regulations governing organizational practices

7. Which leadership theory emphasizes the importance of the leader's ability to adapt their style to the situation at hand?
- (a) Trait theory
 - (b) Behavior theory
 - (c) Situational theory
 - (d) Charismatic leadership theory
8. Transactional leadership focuses on
- (a) Inspiring followers through vision and charisma
 - (b) Exchanging rewards for performance
 - (c) Empowering employees to take ownership of their work
 - (d) Building strong emotional connections with followers
9. Which of the following is NOT a potential source of organizational power?
- (a) Expertise
 - (b) Coercion
 - (c) Collaboration
 - (d) Reward
10. Diagnosing power and dependence in organizations involves
- (a) Assessing employee's communication skills
 - (b) Identifying sources of power and their impact on relationships
 - (c) Analyzing financial performance metrics
 - (d) Conducting team-building exercises

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explain two key factors influencing job satisfaction in organizational behaviour.

Or

- (b) Describe the main elements of the Expectancy Theory of motivation.

12. (a) Discuss the role of motivation in individual and group behavior, and identify two theories of motivation commonly applied in organizational contexts.

Or

- (b) Explain the significance of morale in group behavior and describe strategies for boosting morale within teams.

13. (a) Explain the concept of organizational development (OD) and discuss its importance in managing organizational change.

Or

- (b) Describe Lewin's Change Model and outline the three stages of the change process it proposes.

14. (a) Discuss the trait theory of leadership, identifying three key traits commonly associated with effective leadership.

Or

- (b) Compare and contrast transactional and transformational leadership styles, highlighting their approaches to motivating and inspiring followers.

15. (a) Describe the process of managing organizational politics, including strategies for minimizing negative impacts and leveraging political behaviours for positive outcomes.

Or

- (b) Define corporate social responsibility (CSR) and discuss its scope, emphasizing the importance of CSR in modern business practices.

Section C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Evaluate the role of attitudes in shaping behaviour within organizations, considering how attitudes are formed, their influence on job performance, and strategies for managing attitudes effectively.

Or

- (b) Elaborate on the concept of burnout in the workplace, exploring its causes, symptoms, and implications for both individuals and organizations.

17. (a) Analyse the impact of personality on individual behaviour within organizations, considering the Big Five personality traits and their relevance in organizational settings.

Or

- (b) Evaluate the relationship between values, attitudes, and behaviour in the workplace, discussing how discrepancies between personal values and organizational values can lead to conflict and turnover.

18. (a) Discuss the role of leadership in shaping organizational culture, examining how leaders can influence cultural norms and values through their actions and decisions.

Or

- (b) Explore the concept of cross-cultural dynamics in organizational settings, identifying three key challenges organizations may face when operating in multicultural environments.
19. (a) Evaluate the strengths and weaknesses of trait, behaviour, and situational theories of leadership, discussing how each theory contributes to our understanding of effective leadership.

Or

- (b) Analyse the concept of charismatic leadership, exploring its impact on organizational performance and employee engagement and discussing potential drawbacks associated with this leadership style.
20. (a) Analyse the role of power in driving organizational change, considering how power dynamics can facilitate or hinder change initiatives and proposing strategies for navigating power struggles during periods of transition.

Or

- (b) Evaluate the ethical implications of organizational power, discussing potential abuses of power and the responsibilities of leaders in mitigating these risks.

C-2648

Sub. Code

70427/71027

M.S.W. DEGREE EXAMINATION, APRIL 2024.

Second Semester

WORKPLACE WELLNESS

**(Common for M.S.W. Specialization in Medical and
Psychiatric Social Work /
Human Resource Management)**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions.

1. What is the changing nature of work often associated with in the 21st century?
 - (a) Automation and technology
 - (b) Traditional practices
 - (c) Manual labour
 - (d) Outsourcing

2. Which term refers to the attitude individuals have towards their work?
 - (a) Work readiness (b) Workplace culture
 - (c) Work engagement (d) Work ethic

3. Workplace wellness primarily focuses on:
 - (a) Physical fitness
 - (b) Mental health
 - (c) Job performance
 - (d) Financial stability

4. Which dimension of workplace wellness encompasses emotional well-being?
 - (a) Physical
 - (b) Social
 - (c) Mental
 - (d) Spiritual

5. Which term describes the uncertainty regarding job responsibilities and expectations?
 - (a) Work-life balance
 - (b) Workplace stress
 - (c) Role ambiguity
 - (d) Relationship challenges

6. What is a common consequence of prolonged workplace stress?
 - (a) Increased productivity
 - (b) Improved mental health
 - (c) Burnout
 - (d) Enhanced job satisfaction

7. Which concept focuses on an individual's ability to adapt and thrive in the face of adversity?
 - (a) Ergonomic workstations
 - (b) Resilience training
 - (c) Appreciative mindset
 - (d) Mindfulness

8. What is the primary goal of stress management programs in the workplace?
- (a) Increasing stress levels
 - (b) Enhancing productivity
 - (c) Promoting burnout
 - (d) Reducing the negative effects of stress
9. The management of toxic relationships involves:
- (a) Nurturing healthy relationships
 - (b) Ignoring conflicts
 - (c) Avoiding communication
 - (d) Addressing interpersonal issues constructively
10. Workplace counselling is beneficial for:
- (a) Increasing stress levels
 - (b) Ignoring mental health issues
 - (c) Enhancing employee well-being
 - (d) Promoting toxic work environments

Section B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss the concept of work readiness, outlining the skills, attitudes and competencies that individuals need to succeed in the modern workplace.

Or

- (b) Evaluate the changing attitudes towards work in the 21st century, considering factors such as work-life balance, job satisfaction and the pursuit of meaningful employment.

12. (a) Identify the wellness imperatives in the workplace, discussing key factors such as leadership support, organizational culture and employee engagement and their role in fostering a healthy work environment.

Or

- (b) Describe the principles of workplace wellness, such as prevention, inclusivity and empowerment and discuss how they can be applied to create effective wellness programs and initiatives.
13. (a) Explain the concept of role ambiguity in the workplace and discuss its impact on employee performance and well-being.

Or

- (b) Describe the relationship between workload and work-life balance, highlighting strategies for managing workload effectively to promote a healthy balance between work and personal life.
14. (a) Discuss the importance of promoting a wellness culture in organizations, outlining strategies for fostering employee well-being and psychological safety in the workplace.

Or

- (b) Explain the concept of self-management and its significance in enhancing individual resilience, assertiveness and adaptability in the face of challenges.

15. (a) Discuss the importance of emotional literacy in the workplace, outlining its role in fostering empathy, effective communication and conflict resolution.

Or

- (b) Describe strategies for building workplace social networks, emphasizing the importance of networking.

Section C

(5 × 8 = 40)

Answer **all** the questions.

16. (a) Define the concept of good work and discuss its importance in individual and societal contexts, citing examples.

Or

- (b) Explain the changing nature of the workplace in the 21st century, highlighting key factors such as technology, globalization.

17. (a) Define the concept of good work and discuss its importance in individual and societal contexts, citing examples.

Or

- (b) Explain the changing nature of the workplace in the 21st century, highlighting key factors such as technology, globalization.

18. (a) Explore the consequences of workplace stress, including burnout and propose interventions to support employees at risk of burnout.

Or

- (b) Discussing strategies for preventing workplace violence and promoting employee well-being.
19. (a) Explore the role of leadership in fostering a culture of psychological safety and promoting employee well-being.

Or

- (b) Describe the role of assertiveness training in enhancing communication skills and promoting healthy interpersonal relationships in the workplace.
20. (a) Explain the management of toxic relationships in the workplace, highlighting the importance of addressing interpersonal conflicts and fostering a culture of respect and professionalism.

Or

- (b) Discuss the role of workplace counselling in supporting employee mental health and well-being.
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C-2649

Sub. Code

71028/70428

M.S.W. DEGREE EXAMINATION, APRIL 2024.

Second Semester

SOCIAL MARKETING

**(Common for M.S.W. Specialization in Medical and
Psychiatric Social Work/Human Resource Management)**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following best describes the primary objective of social marketing?
 - (a) Maximizing profit for the organization
 - (b) Influencing behavior change for social good
 - (c) Increasing market share in a specific demographic
 - (d) Promoting consumerism and materialism

2. What is the key difference between social marketing and commercial marketing?
 - (a) Social marketing focuses on generating profit, while commercial marketing focuses on societal well-being
 - (b) Social marketing aims to promote behavior change for societal benefit, while commercial marketing aims to maximize sales and profit
 - (c) Commercial marketing targets individuals, while social marketing targets businesses
 - (d) Social marketing focuses on luxury goods, while commercial marketing focuses on necessities

3. What distinguishes a brand from a product?
 - (a) Products are tangible, while brands are intangible
 - (b) Brands represent a promise or perception, while products are physical items
 - (c) Products focus on features, while brands focus on emotional connection
 - (d) Brands are marketed to businesses, while products are marketed to consumers

4. Why is branding important for businesses?
 - (a) It helps decrease the price of products
 - (b) It provides legal protection for products
 - (c) It creates differentiation and recognition in the market
 - (d) It eliminates the need for advertising

5. Which analysis is essential for understanding the needs and preferences of the target audience in brand strategy?
 - (a) Competitive analysis
 - (b) Customer analysis
 - (c) Self-analysis
 - (d) Market analysis

6. What does competitive analysis involve in brand strategy?
 - (a) Evaluating a brand's strengths and weaknesses
 - (b) Analyzing the strengths and weaknesses of competitors
 - (c) Assessing customer feedback and satisfaction
 - (d) Determining pricing strategies

7. What does benefit-focused positioning entail?
 - (a) Positioning the product based on its features and attributes
 - (b) Focusing on the benefits that consumers will receive from adopting the desired behavior
 - (c) Identifying and addressing barriers to desired behaviors
 - (d) Emphasizing the competition in the market
8. In competition-focused positioning, what aspect is emphasized?
 - (a) Highlighting the benefits of the social product
 - (b) Identifying and addressing barriers to desired behaviors
 - (c) Emphasizing the competition in the market
 - (d) Positioning the product based on its features and attributes
9. What is the primary purpose of social media strategies in social marketing?
 - (a) Increasing advertising revenue
 - (b) Building brand awareness and engagement
 - (c) Selling products directly to consumers
 - (d) Creating offline events
10. Which of the following is a common social media strategy used in social marketing?
 - (a) Ignoring audience feedback
 - (b) Posting sporadically with no consistent schedule
 - (c) Engaging with followers through interactive content
 - (d) Deleting negative comments and feedback

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Explore the concept of behavior change in the context of social marketing.

Or

- (b) Discuss the theories and models commonly used to understand and influence behavior change, providing examples of how these have been applied in real-world social marketing campaigns.

12. (a) Discuss the concept of brand equity and its significance for businesses. How can companies measure and leverage brand equity to gain a competitive advantage in the market?

Or

- (b) Evaluate the importance of brand consistency in branding efforts.

13. (a) Outline the guidelines for effective branding and discuss their importance in creating a compelling brand presence in the market.

Or

- (b) How do these guidelines help companies establish brand credibility, trust, and loyalty among consumers?

14. (a) Discuss behavior-focused positioning and its role in social marketing initiatives.

Or

- (b) How can social marketers identify and address barriers to desired behaviors through strategic positioning? Provide examples of behavior-focused positioning strategies used in real-world campaigns.

15. (a) Explore the concept of social media storytelling as a strategy for promoting behavior change in social marketing campaigns.

Or

- (b) How can storytelling techniques be leveraged on social media platforms to convey messages, evoke emotions, and inspire action?

Part C (5 × 8 = 40)

Answer **all** the questions.

16. (a) Analyse the role of pretesting in the strategic social marketing process.

Or

- (b) Why is pretesting essential, and what methods are commonly used to evaluate the effectiveness of social marketing messages and interventions?

17. (a) Identify and discuss the essential elements of a brand. How do these elements contribute to shaping consumer perceptions and creating brand equity? Provide examples to support your explanation.

Or

- (b) Explore the role of brand storytelling in branding efforts. How can storytelling techniques be used to establish emotional connections with consumers and strengthen brand identity?

18. (a) Evaluate the significance of brand consistency in brand strategy implementation.

Or

- (b) Discuss the challenges companies may face in maintaining brand consistency across various touch points and channels.

19. (a) Define positioning in the context of social products and explain its significance in social marketing campaigns.

Or

- (b) Discuss how effective positioning can influence consumer behavior and contribute to achieving behavior change goals. Provide examples to support your explanation.
20. (a) Evaluate the impact of social media engagement on behavior change outcomes in social marketing campaigns.

Or

- (b) How can social marketers measure the effectiveness of social media efforts in influencing attitudes, beliefs, and actions among target audiences?
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