THE OPEN UNIVERSITY OF SRI LANKA

DEPARTMENT OF SOCIAL STUDIES

BA DEGREE PROGRAMME IN SOCIAL SCIENCES

BA DEGREE PROGRAMME IN YOUTH AND COMMUNITY DEVELOPMENT

FINAL EXAMINATION - LEVEL 3 (SEMESTER I) 2023/2024

DSU3521 – INTRODUCTION TO COMMUNICATION THEORY AND PRACTICE

DURATION: THREE HOURS ONLY (03 HOUR)

Date: 25ᵗʰ November 2023   **Time: 9.30 am to 12.30 pm**

Instructions

> **Answer Five Questions Only**

> **Each questions carries twenty marks.**

1. It is in the interest of mankind that we perceive human communication as a dynamic process inspired by progressive values. Explain with reference to the following:
   a) Communicators need to have mutual respect for one another to sustain a stable society.
   b) Meaningful human communication is rooted in value cantered intrapersonal communication as it lays the foundation for all other communication actions to be honourable and dignified.

2. Purposeful communication helps to prevent shallow human relationships, strengthen people, and build better communities.
   a) Making sense of the communicators involves understanding them in a socially and culturally relevant manner.
   b) The need to lend adequate hearing while respecting their psycho-social background.

3. It is ironical that the power of mass communication has instilled fear among those in formidable positions in developing countries like Sri Lanka. Explain with reference to the following:
   a) Need for a diverse source of information as well as audiences to understand social, economic, political, and cultural realities.
   b) The capacity for critical discernment and contrary views without curbing freedom of expression through anti-democratic legislation.

4. (a) Describe the concept of 'elasticity of demand' using an appropriate diagram.

   (b) Explain the differences between elastic, inelastic, and unitary elastic demand using examples.

                              (20 Marks)

5. The following information describes a hypothetical economy.

      Consumption $= 120 + 0.6Yd$

      Investment $= 80$

      Government expenditure $= 150$

      Taxation $= 0.2Y$

      Exports $= 100$

      Imports $= 0.15Yd$

   (a) Calculate the equilibrium level of national income.

   (b) Determine the surplus or deficit in the budget at the equilibrium income.

   (c) Estimate the balance of trade at equilibrium income.

   (d) Derive the savings function.

   (e) Compute the income multiplier.

                              ($4\times5 = 20$ Marks)

6. (a) Briefly explain the concepts 'aggregate demand' and 'aggregate supply'.

   (b) Explain five factors that could cause the aggregate supply curve to shift to the left.

                              (20 Marks)

7. (a) Briefly explain the different stages of a business cycle.

   (b) Critically explain the characteristics of each stage of a business cycle.

                              (20 Marks)

8. (a) Explain the different methods of Gross Domestic Product (GDP) calculation.

   (b) Describe the advantages and limitations of calculating national income in Sri Lanka.

                              (20 Marks)

9. Write short notes on any **four (04)** of the followings.

    (a) Four Sector Economy Model

    (b) Structural Unemployment

    (c) Economic Growth

    (d) Consumer Price Index (CPI)

    (e) The Income Multiplier

    (f) Causes of Inflation   (5 x 4 = 20 Marks)