

Case Study Questions

Case Study 1 –

Ever since humans appeared on the earth, they have used different means of communication. But, the pace of change, has been rapid in modern times. Long distance communication is far easier without physical movement of the communicator or receiver. Personal communication and mass communication including television, radio, press, films, etc. are the major means of 4 communications in the country. The Indian postal network is the largest in the world. It handles parcels as well as personal written communications. Cards and envelopes are considered first-class mail and are airlifted between stations covering both land and air. The second-class mail includes book packets, registered newspapers and periodicals. They are carried by surface mail, covering land and water transport. To facilitate quick delivery of mails in large towns and cities, six mail channels have been introduced recently. They are called Rajdhani Channel, Metro Channel, Green Channel, Business Channel, Bulk Mail Channel and Periodical Channel

- 1) Examine the role of the Indian postal network.
- 2) Differentiate between mass communication and personal communication.
- 3) Analyse the significance of communication for a nation.

Solutions –

- 1) (i) It has helped the country to engage in communication and social-economic development. (ii) It provides various facilities like speed post, business post, registered post, ordinary post.
- 2) (i) Mass Communication is the medium which provides entertainment as well as creates awareness among the masses. It includes radio, television, newspapers, magazines, books, films etc. whereas Personal Communication is between people to people.
- 3) (i) This is the age of communication using the telephone, television, films, and the Internet.
(ii) Even books, magazines and newspapers are important means of communication.
(iii) Various means of communication have connected the world closer.
(iv) It is the source of entertainment and knowledge.

Case Study – 2

Today, the world has been converted into a large village with the help of efficient and fast-moving transport. Transport has been able to achieve this with the help of equally developed communication system. Therefore, transport, communication and trade are complementary to each other. Today, India is well-linked with the rest of the world despite its vast size, diversity and linguistic and socio-cultural plurality. Railways, airways, waterways, newspapers, radio, television, cinema and internet, etc. have been contributing to its socio-economic progress in many ways. The trades from local to international levels have added to the vitality of its economy. It has enriched our life and added substantially to growing amenities and facilities for the comforts of life. It is thus, evident that a dense and efficient network of transport and communication is a prerequisite for local, national and global trade of today.

1-Why is there a need to interlink with the world ?

2-Why are means of transportation and communication important for socio- economic progress?

3- How does trade add vitality to economy?

Solutions –

1) For development, advancement and globalization.

2)

i. They are the very basis of industries and trade of country.

ii. Create job employment opportunities.

iii. Help to grow economy.

iv. Transport maintains the movement of persons and products from one region to another region of the country.

v. in sending and receiving messages.

vi. Interlinking world

vii. Increases awareness among the people at national level.

viii. Help in defending the independence and the national unity of a country.

3)

i.) Trade between nation and countries are the index to its economic prosperity

ii.) It generates employment.

iii.) It helps in earning foreign exchange

Source – KVS Raipur Question Bank