PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2025

(Fourth Semester)

Branch - JOURNALISM AND MASS COMMUNICATION

ENVIRONMENTAL COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks $(10 \times 1 = 10)$						
Module No.	Question No.	Question	K Level	СО		
1	1	Environmental studies aims at developing a) Understanding local environment/environment issues b) Understanding global environment/environmental issues c) To develop positive attitude towards environment d) All of the above	K1	CO1		
	2	United nations frame work convention of climate change was the outcome of a) Paris agreement b) Montreal protocol c) Convention on bio diversity d) Earth submit	K2	CO2		
2	3	Which is not true for disturbing natural environment? a) Deforestation b) Afforestation c) Development of coastal zones d) Urban development	K1	CO1		
	4	What is the correct order of the 3R Principle? a) Recycle, Reuse, Reduce b) Reuse, Reduce, Recycle c) Reduce, Reuse, Recycle d) None of the above	K2	CO2		
3	5	When is National wild life week observed? a) First week of September b) Last week of September c) First week of October d) Last week of October	K1	CO1		
	6	 Which of the following statements is correct about achieving sustainable development? a) Sustainable development can be achieved by restricting the usage of renewable resources b) Sustainable development can be achieved by controlling the growth rate of world's population c) Sustainable development can be achieved by controlling the menace of pollution d) All of the above 	K2	CO2		
4	7	 Which of the following statements is true about global warming? a) Global warming has led to large scale deforestation b) Global warming has led to a rise in the sea levels c) Global warming has led to a rapid increase in the population across several countries d) Global warming has led to a huge amount of waste generation 	K1	CO1		
	8	is the example of non-renewable natural resources a) Water b) Solar energy c) Crops d) Coal and petroleum	K2	CO2		
5	9.	Biogas is otherwise called as a) Vermi gas b) Methane c) Gobar gas d) Gobal gas	K1	COI		
	10	Forest Conservation Act was established in a) 1952 b) 1988 c) 1980 d) 1970	K2	CO2		

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SECTION - B (35 Marks)
Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.		K Level	co
1	11.a.	Trace the origin of Environment Communication.	20101	<u> </u>
	(OR)			CO2
	11.b.	What is the role of government agencies in environment protection?	K2	
	12.a.	Explain the healthy practices in sustainable environment.	 	
2		(OR)	K4	CO4
	12.b.	Does translocation help or hinder the wildlife?		
	13.a.	Why are tipping point forewarnings important in climate changes?	 	
3	(OR)		K3	CO3
	13.b.	Explain the significance of pristine landscapes.		-
	14.a.	Discuss the role of United Nations in Environment protection.		
4	(OR)			CO3
	14.b.	Evaluate government's media strategy on rural development.	K3	-
	15.a.	Discuss the key environmental issues in India.		
5	(OR)			CO2
	15.b.	Explain the importance of environmental documentation.	K2	

SECTION -C (30 Marks) Answer ANY THREE questions ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Evaluate the effectiveness of advocacy campaigns using one suitable example.	K4	CO4
2	17	Evaluate the programmes telecasted in specialised channels for environment and its impact on public.	K4	CO4
3	18	Examine the contribution of conservative journalism in raising awareness on environmental issues.	K4	CO4
4	19	Plan an environmental communication campaign in protecting water bodies.	K6	CO5
5	20	Elaborate a case study on a national environment issue. Plan a social media campaign to raise awareness on that issue.	K6	CO5