

**Cont...**

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

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

**SECTION -C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 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