

ENVIRONMENTAL COMMUNICATION

Maximum: 75 Marks

$(10 \times 1 = 10)$.

Module No.	Question No.	Question	K Level	CO
1	1	Biosphere reserves are a) Area comprising terrestrial, marine and coastal ecosystem b) Monitored by inter-national governments c) Areas where threatened animals and plants are kept in their habitat d) sanctuaries	K1	CO1
	2	In India national ambient air quality monitoring program was initiated by a) National environment research institute b) Central pollution control board c) Indian meteorological department d) None of the above	K2	CO2
2	3	When is World Environment Day celebrated? a) June 5 th b) June 6 th c) June 8 th d) June 10 th	K1	CO1
	4	Which activity can tend to lower the water table? a) Overgrazing b) Human population growth c) Soil erosion d) Over extraction of groundwater	K2	CO2
3	5	All species on earth with each other along with their respective environments collectively constitute : a) Biosphere b) Atmosphere c) Hydrosphere d) Lithosphere	K1	CO1
	6	Which of the following statements is true about the ozone layer depletion? a) Ozone layer depletion leads to the problem of skin cancer within humans b) Ozone layer depletion results in a lower amount of production of phytoplankton c) Ozone layer depletion hampers the growth of the terrestrial plants d) All of the above	K2	CO2
4	7	Van Mahotsav includes a) Planting and protecting trees b) Destruction of trees should be curtailed c) Restoration of green cover d) All the above	K1	CO1
	8	The Wild Life Protection Act was established in a) 1952 b) 1972 c) 1980 d) 1970	K2	CO2
5	9	Green House effect refers to a) Cooling of earth b) Trapping of UV rays c) Warming of earth d) Cultivation of plants	K1	CO1
	10	In an ecosystem, the energy flow is always a) Always unidirectional b) Always bidirectional c) In any direction d) Always down directional	K2	CO2

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Describe advocacy campaigns.	K2	CO2
	(OR)			
	11.b.	What is the role of non- government agencies in environment protection?		
2	12.a.	Differentiate episodic coverage and thematic coverage.	K3	CO3
	(OR)			
	12.b.	What are the characteristics of organic farming?		
3	13.a.	Why green washing is problematic?	K3	CO3
	(OR)			
	13.b.	Explain the importance of documenting wild life estimates.		
4	14.a.	Evaluate government's media strategy on urban development.	K3	CO3
	(OR)			
	14.b.	Discuss how public health is related to environment protection.		
5	15.a.	Deliberate how to ensure sustainable development practices.	K4	CO4
	(OR)			
	15.b.	Debate the benefits of co creation in environmental campaigns.		

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	Does toxic tour help in creating environmental awareness? Assess.	K4	CO4
2	17	Evaluate the government initiatives on various campaigns for sustainable environment.	K4	CO4
3	18	Inspect the importance of ecological intelligence.	K4	CO4
4	19	Plan a media strategy to protect endangered species.	K6	CO5
5	20	Elaborate a case study on a local environment issue. Plan a social media campaign to raise awareness on that issue.	K6	CO5

Z-Z-Z

END