

END TERM EXAMINATION

SIXTH SEMESTER (BA(JMC)) JULY-2023

Paper Code: BA(JMC)-306

Subject: Environment Communication

Time: 3 Hours

Maximum Marks :75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Write Short Note on **any two** of the following. (7.5x2=15)
- (a) Role of an Individual in conservation of Natural resources
 - (b) Ecological Succession
 - (c) Control Measures for Air Pollution
 - (d) Consumerism and Development

UNIT-I

- Q2 Discuss the role of media in sensitisation of the masses regarding the depletion of natural resources as well as remedial measures. Give suitable examples to substantiate your argument. (15)

OR

- Q3 Analyse the role of effective environmental communication in addressing the urgent challenges faced by our planet in the contemporary times.(15)

UNIT-II

- Q4 Define Ecosystem. Explain in detail the structure and functions of Ecosystem. (15)

OR

- Q5 Examine how media can contribute to raising awareness and sensitizing the public about the threats to biodiversity. Discuss with relevant examples. (15)

UNIT-III

- Q6 Explain the role of governmental and non-governmental organisations in protecting environment and its related challenges in India. (15)

OR

- Q7 Do you think the media serves as a crucial tool for disaster management, both in terms of providing timely information and facilitating public awareness during times of natural or man-made disasters? (15)

UNIT-IV

- Q8 Describe how media can contribute to advancing the Sustainable Development Goals (SDGs) especially in raising awareness and driving action towards achieving a more sustainable future for all? (15)

OR

- Q9 Discuss the interrelationship between social movement and environmental protection in India. Explain your answer with a case study. (15)