

(No additional sheet will be supplied)

Time: 3 Hours

Max. Marks: 75

PART – A (5 x 3 =15 marks)

Answer any **FIVE** questions.

Each answer carries **THREE (3)** marks.

Each answer should not-exceed **One (1)** page

1. Environmental Communication
2. Sustainable Development
3. Cultivation Analysis
4. Climate Change
5. Green Marketing
6. Scientific Temper
7. Environmental Advocacy
8. Earth Summit

PART – B (4x 15 =60 marks)

Answer **ALL** questions.

Each answer carries **FIFTEEN (15)** marks.

Each answer should not-exceed **SIX (6)** pages

9. Explain the nature and scope of Science communication.
- OR
10. Discuss the progress in science and technology in modern India.
 11. Analyse science writing in the mass media with examples
- OR
12. Define environmental communication? Discuss the growth of the environmental movement in India.
 13. What is sustainable development? How is the environmental movement important in sustainable development?
- OR
14. Discuss the various stakeholders in environmental communication and their role in the global environmental movement.
 15. Analyse the debate on any environmental issue and risk assessment in the media.
- OR
16. What is green marketing? What is its role in environmental conservation?