

20. (a) Give a brief account on the 4P's of Social Marketing.

Or

- (b) Analyse the role of Media in sustainable development.

PART C — (3 × 10 = 30)

Answer any THREE questions.

21. Explain the key strategies and tactics employed by the participants of the Chipko Movement to protect forests and promote sustainable environmental practices.
22. Write a detailed note on the different types of biodiversity.
23. Discuss the strengths and limitations of social media in fostering sustainability awareness and action.
24. Give a detailed note on Sociological & psychological perspectives of sustainability communication.
25. Media selection is a critical strategic component of communication in today's digital age-Discuss.

S.No. 7047

P 22 VCE 3 A

(For candidates admitted from 2022–2023 onwards)

M.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Visual Communication — Elective

MEDIA AND SUSTAINABLE DEVELOPMENT

Time : Three hours

Maximum : 75 marks

PART A — (20 Marks)

Answer ALL questions.

- I. (A) Choose the correct answer (5 × 1 = 5)
1. In which year the term 'Sustainable Development' came into existence?
(a) 1987 (b) 1980
(c) 1978 (d) 1992
2. The term ecosystem was proposed by
(a) Lindeman (b) Grinnel
(c) Turesson (d) AG Tansley
3. Technology that satisfies the demands of sustainable development is typically referred to as
(a) Cutting-edge technology
(b) Appropriate technology
(c) Long-lasting technology
(d) Technology that adapts

4. _____ is a fortnightly magazine focused on politics of environment and development.

- (a) Down to Earth (b) Readers Digest
(c) Biospectrum (d) Sanctuary Asia

5. _____ is an Indian Woman Climatologist.

- (a) Sulochana Gadgil
(b) Uma charan Mohanty
(c) Bimla Buti
(d) Neelima Gupte

(B) Fill in the Blanks (5 × 1 = 5)

6. The _____ people have lived in this region for centuries, maintaining a deep connection with their traditional culture and land.

7. _____ day of every year is celebrated as the World Environment Day.

8. The Apikko movement took place in _____

9. KAP is an abbreviation of _____ Survey

10. Environmental writing is also known as _____

II. Answer the following questions (5 × 2 = 10)

11. What do you mean by equitable source of resources?

12. Define Urbanization.

13. What was Brundtland Commission?

14. What is meant by social marketing?

15. Write about UNDP.

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

16. (a) Is nature a social construct? Analyse.

Or

(b) Give reasons why indigenous people are more important to nature.

17. (a) Mention the functions of an ecosystem.

Or

(b) Analyse why environmental communication is vital in the contemporary world.

18. (a) Write a note on the core elements of Sustainable development.

Or

(b) Analyse the importance of strategic communication for sustainable development.

19. (a) Discuss on the impact of non-formal and environmental education.

Or

(b) Write a short note on Sustainable consumption.