

Bharati Vidyapeeth's**Institute of Computer Applications and Management (BVICAM)**

A-4, Paschim Vihar, New Delhi-63

FIRST SEMESTER [BA (JMC)] Internal Examination, Oct-Nov 2023

Paper Code: BA (JMC) 306

Subject: Environment Communication

Time: 2 Hours

Maximum Marks: 45

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1.	Answer all the following questions briefly: - $1.5 \times 10 = 15$		
(a)	Define the term "Ecosystem" and how is it different from the concept of Environment with the help of suitable examples.		CO1
(b)	"Changes in environment caused by people". Describe this type of environment and mention two key features of it.		CO1
(c)	State any four biodiversity hotspots of India and also mention the species that are on the verge of endemism in it.		CO1
(d)	Comment on the role of television in environment protection and biodiversity conservation.		CO2
(e)	Describe the primary causes of environmental exploitation and how to it contribute to ecological degradation.		CO1
(f)	Elaborate how Article 48A and Article 51A of the constitutional provision contributes to conservation efforts in India.		CO2
(g)	Mention the structure of an ecosystem including all its components with a help of a flow chart.		CO2
(h)	Explain the concept of ecological pyramid and how does it represent the trophic levels and energy flow within an ecosystem.		CO2
(i)	Describe the primary factors contributing to the endangerment of species in India and what measures are being taken to protect them.		CO2
(j)	"Biodiversity is variety of life forms on earth and the essential interdependence of all living things." Elaborate on the different types of diversity and how does it impact the stability of an ecosystem.		CO3
UNIT - I			
2.	(a) Discuss the role of media in sensitization of the masses regarding the depletion of natural resources as well as remedial measures. Give suitable examples to substantiate your argument.	5	CO1

	(b)	Explain the need for enhancing public awareness about environmental issues through effective communication strategies and how can this awareness drive positive action and policy change.	5	CO1
	(c)	Describe the scope and importance of environmental studies in addressing contemporary global challenges including climate change, protecting biodiversity and sustainable development.	5	CO2
3.	(a)	Discuss how radio serves as a tool for raising awareness and promoting action on environmental issues. Provide suitable examples.	5	CO1
	(b)	Explain the key Acts of Environmental Protection in India and how have they impacted the country's approach to environmental conservation.	5	CO2
	(c)	Describe the main problems associated with exploitation and management of natural resources and how can they be addressed to ensure sustainability.	5	CO2
UNIT - II				
4.	(a)	"The key function of an ecosystem is to allow flow of energy and cycling of nutrients." Elaborate on the above statement and explain how it impacts the overall health of the environment.	5	CO1
	(b)	Describe the difference between a food chain and a food web in an ecosystem and how do these concepts illustrate the complexity and interconnectedness of trophic relationships among organisms.	5	CO2
	(c)	Explain how media coverage influence public perceptions and attitudes towards environmental issues.	5	CO2
5.	(a)	Discuss the stages of ecological succession and how do ecosystems transition through these stages from pioneer communities to climax communities.	5	CO2
	(b)	Analyze the major threats to biodiversity and how do factors such as habitat loss, destruction, poaching of wildlife contribute to the loss of species.	5	CO3
	(c)	Formulate a social media campaign to promote the awareness of environmental issues among young adults highlighting the media as a stimulator and an agent of change in the society.	5	CO5

