



QP CODE: 21100290

21100290

Reg No : .....

Name : .....

**B.A DEGREE (CBCS ) EXAMINATION, FEBRUARY 2021**

**Fifth Semester**

B.A Mass Communication and Journalism Model I

**Core Course - MC5CRT24 - ENVIRONMENTAL STUDIES AND HUMAN RIGHTS**

2017 Admission Onwards

DDBEED93

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Discuss the objectives of environmental studies.
2. Identify the World Population day.
3. Define the term display advertising.
4. Discuss the importance of Gyan Vani.
5. Identify the personality 'P. Sainath'.
6. Discuss about the agrarian crisis in India.
7. Describe the Sustainable Development Goals.
8. Explain Clean Air Campaign.
9. Explain the sources of air pollution.
10. Explain Article 17 of the Indian constitution.
11. Define UDHR.
12. Describe the role of National Human Rights Commission.

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Describe the impact of tanning industry across India.





14. Distinguish between renewable and non-renewable energy.
15. Discuss the primary role of development communication.
16. Discuss the growth of community FM radio channels in India.
17. Discuss the impact of educational tv channels among students.
18. Make a note on the documentary 'Nero's guests'.
19. Make a note on the magazine 'Down to Earth'.
20. Describe the role of P. Sainath as a rural affairs editor.
21. Review the declining status of ground water level in Indian cities.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss the effects plastic have on our environment.
23. Describe the growth and scope of community media in India.
24. Discuss the effects of air pollution in National Capital Region.
25. Discuss the statement 'reservations caused a division between the elites and others who have not received any benefits from within the same caste group'.

(2×15=30)

