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G – 5304

Reg. No. :

Name :

Fourth Semester M.S.W. Degree Examination, September 2019

SW 241 – ECOLOGICAL SOCIAL WORK, COMMUNICATION AND
SOCIAL ENTREPRENEURSHIP

(2014 Admission onwards)

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** questions. Answer should not exceed **50** words.

1. Ecology
2. Environmentalism
3. Political ecology
4. Indigenous people
5. Eco tourism
6. Development communication
7. ICT
8. Behaviour change communication
9. Servant leadership
10. Green technologies.

(10 × 2 = 20 Marks)

P.T.O.



PART – B

Answer **any five** questions. Answer should not exceed **300** words.

11. Write a note on Childline and Aflaton of Jeroo Billimoria.
12. What is meant by social entrepreneurship? Give examples of social entrepreneurship.
13. What are the characteristics of an entrepreneur?
14. What is meant by mass media? How mass media is helpful in development communication?
15. What is brain storming? What are the steps in brain storming?
16. What is folk media? Give examples.
17. Explain the process of communication.
18. Write a note on eviction and alienation of aboriginal people.

(5 × 5 = 25 Marks)

PART – C

Answer **any two** questions. Answer should not exceed **1200** words.

19. Write an essay on global environmental crisis and its linkages to development process
20. Explain the different models of communication.
21. Write notes on contemporary social entrepreneurship models.

(2 × 15 = 30 Marks)