



(Pages : 2)

70

C – 4639

Reg. No. : .....

Name : .....

**Fourth Semester M.S.W. Degree Examination, July 2017**  
**SW 241 : ECOLOGICAL SOCIAL WORK, COMMUNICATION AND**  
**SOCIAL ENTREPRENEURSHIP**  
**(2014 Admn.)**

Time : 3 Hours

Max. Marks : 75

**PART – A**

Answer **all** questions in **not** more than **50** words. **Each** question carries **2** marks.  
**(10×2=20 Marks)**

1. Food chain.
2. Political ecology.
3. Indigenous people.
4. Koodamkulam project.
5. Lasswell theory.
6. Oral communication.
7. Mass media.
8. Guided discussion.
9. Risks and reward system.
10. Micro enterprises.

**PART – B**

Answer **any five** questions of the following in **not** more than **300** words. **Each** question carries **5** marks.  
**(5×5=25 Marks)**

11. Explain the consequences of global warming.
12. Narrate the marayoor issue.

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C – 4639



13. List out and explain the barriers of communication.
14. How do you use communication for monitoring and evaluation ?
15. How demonstration method could be used in health education ?
16. What is the contribution of Fabio Rosa ? Explain.
17. What are the advantages of mass media in environment management system ?
18. What are the objectives of Eco-development Committees ? Explain.

PART – C

Answer **any two** questions of the following in **not** more than **1200** words. **Each** question carries **15** marks. **(15×2=30 Marks)**

19. Discuss various environmental issues and the role of social worker in environment management.
  20. Discuss various theories and models of communication.
  21. What are the seven principles of Social Entrepreneurship ? Explain each one of them with examples.
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(Pages : 2)

E – 3924

Reg. No. : .....

Name : .....

**Fourth Semester M.S.W. Degree Examination, July 2018**  
**SW 241 : ECOLOGICAL SOCIAL WORK, COMMUNICATION AND SOCIAL**  
**ENTREPRENEURSHIP**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 75

**PART – A**

Answer **all** questions in **not more than 50 words**. **Each** question carries 2 marks. **(10×2=20 Marks)**

1. Communication.
2. Political ecology.
3. Green technologies.
4. Entrepreneurship.
5. Food chain.
6. Puppetry.
7. Global warming.
8. Sustainable development.
9. Social marketing.
10. Case study.

**PART – B**

Answer **any five** of the following in not more than **300 words**; **each** question carries 5 marks. **(5×5=25 Marks)**

11. What are the elements of communication ?
12. Write a short note on sustainable development.
13. Differentiate workshop and conference.

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14. Explain any two models of communication.
15. Write a note on behaviour change communication using an example from your field work.
16. Explain the significance of media research as a skill in social work.
17. Explain your view on social entrepreneurship in Indian context.
18. Explain principles of development communication.

PART – C

Answer **any two** of the following in not more than **1200** words; **each** question carries **15** marks. **(2x15=30 Marks)**

19. "Entrepreneur is an agent for social change and development". Substantiate with case studies from Kerala contexts.
  20. Explain various phases in development communication.
  21. Explain different applications of mass communication media and strategies in social work.
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(Pages : 2)

82  
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)

