

The Open University of Sri Lanka
Faculty of Natural Sciences
Diploma in Natural Resources and Ecotourism



Department	: Zoology
Name of the Examination	: Final Examination 2022/2023
Academic Year	: 2022/2023
Course Code and Title	: ZYD3384- Environmental Communication and Interpretation
Level	: 03
Date	: 11.02.2024
Time	: 1.30 p.m.- 3.30 p.m.
Duration	: Two Hours

General Instructions to Candidates

1. Read all instructions carefully before answering the questions.
2. This question paper consists of **two (03) pages** and **Six (06) questions**.
3. Answer any **four (04) questions**.
4. The answer for each question should commence from a new page.
5. Use blue or black ink to write your answers.
6. Draw fully labelled diagrams where necessary.
7. Write the numbers of the questions you answered in the front page of the answer script.
8. **Clearly write your index number in the answer script.** ඔබගේ විභාග අංකය නිවැරදිව පිළිතුරු පත්‍රයේ ලියන්න
9. Do not bring in or have in possession unauthorized materials, including mobile phones and other electronic devices, or violate other examination rules.
10. Handover your answer script at the end of the examination.

Answer any four (04) questions out of six (06) questions given.

1. 1.1 Describe the importance of communication on environmental issues. (20 marks)
- 1.2 Discuss the barriers to effective communication on environmental issues. (20 mark)
- 1.3 Citing examples describe six key principles of environmental/ nature communication (60 marks)
2. 2.1 Describe the importance of a Visitor Centre in a National Park (20 marks)
- 2.2 Describe the main points that are considered when designing a Visitor Centre in a National Park. (40 marks)
- 2.3 Describe how you can ensure good visitor practices in a Visitor Centre in a National Park (40 marks)
3. Outline an environmental communication strategy to promote ecotourism centre in Katharagama, Sri Lanka (100 marks)
4. 4.1 Briefly describe the importance of establishing nature trails to promote ecotourism. (30 marks)
- 4.2 Discuss the differences between self-guided trials and guided trials. (30 marks)
- 4.3 Outline a plan for establishing a self-guided natural trial. (40 marks)
5. Design a signboard to educate school children about minimizing plastic waste in schools. (100 marks)
6. Write short notes on any **two (02)** of the following (50 marks x 2)
 - a) Eco-Tourism in Sri Lanka
 - b) Environmental communication through educational trips
 - c) Issues of environmental education
