

Roll No.

Total Pages : 3

351505

December -2023

BA. (JMC) - Vth Semester

Health Communication (BJMC-505-A-21)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any Four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Define Health. (1.5)
(b) Write functions of Health Communication (1.5)
(c) Explain the role of culture in Health Communication. (1.5)
(d) Write down the principles of primary health care.
(e) Briefly discuss about WHO. (1.5)
(f) Explain the main causes of ill health. (1.5)
(g) Explain national Rural Health Mission with suitable examples. (1.5)

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(h) Explain the role of Health Centers in rural areas. (1.5)

(i) Write the name of School Health programs (1.5)

(j) What are the Media strategies? (1.5)

PART-B

2. (a) Write the Role and importance of Audio/Visual aids in Health Education. (5)

(b) What is Health Communication? Write the needs, opportunities and challenges in Health Communication. (10)

3. (a) Spell out the desirable features of a pamphlet used for health campaign. (5)

(b) Discuss the negative effects of Media through Health related Advertisements. (10)

4. (a) Present an action plan for a health campaign on maternal health,

(b) Examine the efficacy of the Folk Media & the traditional methods of Health Communication in India in the areas of social change.

5. (a) Bring out the effective role of communication in creating health awareness. (5)

(b) Enumerate the measures you will suggest for prevention of HIV infection. (10)

6. (a) "Dengue fever grips the city of Faridabad. You are called in to serve the team entrusted with launching an awareness campaign on preventive measures to be adopted by residents of Faridabad. You are the team-leader. Draw a plan of action. (10)

(b) Write a short note on the role of health worker in motivating a community for desirable change. (5)

7. (a) Explain the barriers of effective using Health Communication. (7.5)

(b) List the health problems that can be prevented by good personal hygiene. (7.5)
