

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
SECOND SEMESTER [BAJMC] Internal Examination, May 2023

Paper Code: BA(JMC)-108

Subject: HEALTH COMMUNICATION

Time: 2 Hours

Maximum Marks: 45

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1. Answer all the following questions briefly: - 1.5 × 10 = 15
- (a) Define public health. CO1
 - (b) Do you think journalists are dealing with trauma while reporting for COVID 19? CO2
 - (c) Identify any one contributing of print media to public health. CO3
 - (d) Draw the importance of interpersonal communication in health counseling. CO1
 - (e) Discuss the name of first referral unit and explain its work CO1
 - (f) What are NCDs. CO1
 - (g) Explain the importance of health promotion. CO2
 - (h) "A stroke is a medical emergency" Justify. CO1
 - (i) Discuss the role to TV advertisement in health related issues. CO2
 - (j) Describe the sources of health reporting. CO2

UNIT - I

2. (a) Judge the significance of mass media in communicating health messages. 5 CO2
- (b) Prepare the parameters for the implementing the successful health education programme. 5 CO1
- (c) Discuss the issues and problems faced in rural health care in India. 5 CO1
3. (a) Enlist 5 mental benefits of yoga? 5 CO1
- (b) Discuss the pattern of medical tourism with respect to health care system in India. 5 CO2
- (c) Demonstrate the benefit of public health care system in India? 5 CO1

UNIT - II

4. (a) How does mass media affect people's health? Explain. 5 CO2
- (b) Recognize the importance of health journalism. 5 CO1
- (c) Sketch a article for a health magazine on the theme "Covid 19 in India". 5 CO3
5. (a) Prepare a textual sketch describing the importance of health worker in motivating the community for desirable change. 5 CO4
- (b) Investigate the role of participatory communication in a health campaign. 5 CO1
- (c) Enlist the role and responsibilities of health journalist? 5 CO2