

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

Paper Code: BAJMC-108

Subject: Health Communication

Time: 2 Hours

Maximum Marks: 75

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: -			2.5 × 10 = 25
(a)	How would you define public health?			CO1
(b)	Give an example "India as medical tourism destination".			CO1
(c)	How would you clarify the meaning of first referral unit and explain its work?			CO1
(d)	Explain the need for health communication.			CO2
(e)	How would you outline the importance of health promotion?			CO2
(f)	How can you describe the role of new media in health communication?			CO3
(g)	How would you improve the structure of health reporting?			CO3
(h)	How would you define the major components of IEC?			CO3
(i)	Can you clarify information education communication.			CO2
(j)	Enlist the functions of IEC?			CO2
UNIT - I				
2.	(a)	What data was used to evaluate the importance of yoga in maintaining health and balance?	6	CO1
	(b)	How would you improve health care system in India?	6	CO2
3.	(a)	How can you compare the different public health problems in rural and urban India?	6	CO3
	(b)	How would you elaborate the benefit of public health care system in India?	6	CO2
UNIT - II				
4.	(a)	What action would you take to perform role and responsibilities of health journalist?	6	CO3
	(b)	How would you recognize mass media affect people's health? Explain.	6	CO1
5.	(a)	What is the most important source of health reporting?	6	CO2

	(b)	How can you describe the importance of health journalists?	6	CO3
UNIT - III				
6.	(a)	Sketch an article for health Reporting.	6	CO3
	(b)	Discuss the role of Pictures in improving health communication.	6	CO2
7.	(a)	Prepare a textual sketch describing the importance of ethics in health reporting.	6	CO3
	(b)	How would you differentiate between health reporting for Traditional and Digital media? Explain with the help of an example?	6	CO1
UNIT - IV				
8.	(a)	Draw a story map future of health communication.	6	CO2
	(b)	Rank the importance of BCC campaign? Critically evaluate two campaigns on any social issue.	6	CO3
9.	(a)	What is your opinion of health communication can create a base for healthy population?	6	CO2
	(b)	How would you generate a plan to design health communication campaign?	6	CO1