

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
FIRST SEMESTER [BAJMC] Reappear Examination, May 2024

Paper Code: BAJMC-108	Subject: Health Communication
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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)	Explain how patients can extend their stay in India to learn wellness techniques.		CO1
	(b)	Discuss the challenges faced by the public health care system in India.		CO1
	(c)	Describe chronic obstructive pulmonary disease (COPD) and its symptoms.		CO1
	(d)	Identify and discuss the key sources of health reporting		CO2
	(e)	Discuss the challenges faced by health journalists in verifying information in the age of the internet.		CO2
	(f)	Analyze the role of folk media in publicizing social projects and health-related issues.		CO3
	(g)	Explore the advantages of print media in health communication, emphasizing credibility and cost-effectiveness.		CO3
	(h)	Discuss the use of social media tools like YouTube, Twitter, and Facebook in health communication.		CO3
	(i)	Differentiate between direct and indirect communication in the context of IEC.		CO2
	(j)	Define Behavior Change Communication (BCC) and its primary objective.		CO2
UNIT - I				
2.	(a)	Define stroke and discuss its causes, symptoms, and preventive measures.	6	CO1
	(b)	Explain the concept of cancer prevention through lifestyle changes.	6	CO2
3.	(a)	Examine how yoga can help you stay fit and healthy while taking into account your spiritual, psychological, and physical needs.	6	CO3
	(b)	Determine and elucidate the primary lifestyle diseases that are common in India, as indicated in the syllabus.	6	CO2
UNIT - II				

4.	(a)	Analyze the role of celebrities, such as Amitabh Bachchan, in health campaigns like polio eradication.	6	CO3
	(b)	Discuss the impact of puppet shows and nukkad natak in health awareness campaigns.	6	CO1
5.	(a)	Explain the significance of the National Family Health Survey (NFHS) in providing health-related data for journalism.	6	CO2
	(b)	Examine how well the media sways public opinion to support health-related standards.	6	CO3
UNIT - III				
6.	(a)	Demonstrate the importance of sensitive and accurate communication in health reporting and how it affects the general public's health.	6	CO3
	(b)	Analyze the negative consequences of erroneous or biased reporting on scientific and health-related topics, as well as the responsibility of journalists to solve these concerns.	6	CO2
7.	(a)	Evaluate the effectiveness of structures and guidelines, such as WHO's surgical safety checklist, in improving health reporting.	6	CO3
	(b)	Define traditional media and its role in mass motivation, focusing on its use in health communication.	6	CO1
UNIT - IV				
8.	(a)	Outline the benefits of BCC in promoting health-related behavior change.	6	CO2
	(b)	Enumerate things to keep in mind for better health reporting.	6	CO3
9.	(a)	Explain the importance of accuracy, clarity, and accountability in health reporting.	6	CO2
	(b)	Discuss the challenges and opportunities in health reporting in the current scenario.	6	CO1