

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)
(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC) Chromepet,
Chennai — 600 044.

M.A. END SEMESTER EXAMINATION APRIL/NOV - 2021
SEMESTER - IV
20PJCE4003 - Health Communication and Journalism

Total Duration : 3 Hrs	Total Marks : 75
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the importance of Health communication.
2. Explain AYUSH health care portal.
3. Describe the purpose of IEC in public health system.
4. Classify the challenges of public health advocacy.
5. Interpret the role of opinion leaders in dissemination of health communication.
6. Explain the various ethics of health communication.
7. Describe the advantages of using Traditional Media for health campaigns
8. Explain the Do's and Don't s of reporting health story.

Section C

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Differentiate communicable and non-communicable diseases and its awareness in rural areas.
10. Criticize the communication discourse through various health news reporting.
11. Determine how health communication campaigns are planned in India.
12. Assess 3 health care program you come across recently and its usage of media.

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Explain CFSC model and its usage in real life situation with suitable example.