

**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 EXAMINATIONS APRIL - 2022**

**SEMESTER - IV**

**21PJCET4003 - Health Communication**

**Total Duration : 3 Hrs.**

**Total Marks : 60**

**Section A**

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

1. Explain Infectious diseases and Non-Communicable diseases.
2. What is the Health care system?
3. Write about the communication for the social change model.
4. Discuss the advantages of Health communication.
5. What is Community Mobilization and how does it work?
6. Explain in detail about (I) Covid-19 (II) Smallpox (III) Female Infanticide.
7. What are Health Communication campaigns?
8. Explain the UNICEF campaign.

**Section B**

**Part A**

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

9. Write the Importance and function of Health Communication.
10. What are the Role and Responsibilities of Content in PR?
11. Explain the detailed report on health awareness and its usage.
12. Discuss the Role of Mass Media and Public Health Communications in the COVID-19 Pandemic.

**Part B**

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

13. What are the Merits and Demerits of Health Communication in Media?

\*\*\*\*\*