

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 NOVEMBER - 2022

SEMESTER - IV

**20PJ CET4003 - Health Communication and Journalism**

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

### **Section A**

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

1. What is public health?
2. What are infectious diseases?
3. Define Health Communication.
4. Explain interpersonal communication.
5. List out any two health campaigns conducted recently in TN.
6. Expand and explain WHO.
7. Explain Epidemiology.
8. Explain primary health centres and Anganwadi.

### **Section B**

#### **Part A**

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

9. Explain the role of a health worker in motivating a community for a desirable change in health behaviour.
10. Write a short note on any two health communication theories of your choice.
11. What are the processes involved in conducting a health campaign?
12. What is the role of WHO in combating COVID-19 across the globe?

#### **Part B**

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

13. Keeping in mind the principle of health news reporting, write a news story on a health concern in your locality. Prepare your news story with necessary sources and information.

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