

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.(Jour) END SEMESTER EXAMINATIONS APRIL - 2023

SEMESTER - IV

21PJCET4003 - Health Communication

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Elaborate the important aspects of National Health Policy.
2. Prepare a health campaign strategy to address depression among teenagers.
3. Classify the role of WHO -UNICEF in the campaign against polio.
4. Explain the sources for reporting health.
5. Explain about any 5 infectious diseases of your choice.
6. Classify the concept of community mobilization.
7. Explain a poster for creating awareness on mental health.
8. Determine the role of communication in public health.

Section C

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

9. Enlist 10 questions to be asked during the initial stages of diagnosing a disease.
10. Classify the communication strategies adopted in India to promote COVID immunization.
11. Examine the relation between communication and development.
12. Evaluate the role of TV advertisements in health related issues.

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

13. Justify the theories associated with health communication.
