

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.Journalism - END SEMESTER EXAMINATIONS APRIL - 2024

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. Explain non-communicable disease.
2. Discuss the importance of health communication.
3. Describe the role of PR in health care communication.
4. Elucidate the need of traditional media in communicating health news.
5. Elucidate the sources of health news.
6. Illustrate UNICEF campaign against Polio.
7. Explain the role of culture in health communication.
8. Examine the myth components in health communication.

Section C

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

9. Classify various health programmes in India.
10. Relate IEC strategy to health communication.
11. Examine the process of health communication campaign.
12. Draw a poster design on health issue and assess the importance of its elements.

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

13. Explain in detail about National health Policy.
