

Reg. No

Name

17P3626

M. A. DEGREE END SEMESTER EXAMINATION- OCTOBER-NOVEMBER 2017

SEMESTER 3 : MASTER OF COMMUNICATION AND JOURNALISM

COURSE : 15P3MCJT10 ; HEALTH COMMUNICATION

(For Regular - 2016 admission)

Time : Two Hours

Max. Marks: 50

Section A

Answer any 5 (2 marks each)

1. Primary aim of NHP.
2. Types of degenerative diseases.
3. What is Mass Media?
4. What is Cultivation Theory?
5. What is the aim of nutrition education ?
6. What is the goal in health education?
7. Name the series of speeches on the selected subject by experts.
8. What is the time limit of a Radio talks?

5 x 2 (10)

Section B

Answer any 5 (4 marks each)

9. How the print media helps the health industry ?
10. What is the importance of the communication in population programmes?
11. What is mass society? Does it reflect mass culture?
12. List and discuss at least SIX determinants of health related behaviour.
13. Differentiate Individual and group approach.
14. What is DAVP?
15. Write a short note on Diagnosis of health education needs.
16. Write a short note on Functions of health communication.

5 x 4 (20)

Section C

Answer any 2 (10 marks each)

17. Explain the concept of small family.
18. Explain Cultural adaptation.
19. Explain the Skills for interviewing and counselling.

2 x 10 (20)