

Reg. No .....

Name .....

18P3626

**M. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2018**  
**SEMESTER 3 : MASTER OF COMMUNICATION AND JOURNALISM**  
**COURSE : 15P3MCJT10 : HEALTH COMMUNICATION**  
*(For Regular - 2017 Admission & Supplementary - 2015/2016 Admission)*

Time : Two Hours

Max. Marks: 50

**Section A**

**Answer any 5 (2 marks each)**

1. Nutrition Rehabilitation Centers
2. Health Literacy
3. AIDS
4. Source Credibility
5. How to evaluate health education?
6. Explain the concept Resistance to change.
7. What is IEC?
8. Ministry of Health and Family Welfare.

**(2 x 5 = 10)**

**Section B**

**Answer any 5 (4 marks each)**

9. Narrate on the types of disease.
10. Discuss the major reasons for increase in the rate of population in India.
11. Write a short note on UNICEF.
12. Write a short note on mass media sources and source credibility factors in health campaigns
13. What are the communication barriers in adult learning?
14. What is DAVP?
15. Discuss about Village walk.
16. Discuss about the communication Barriers in Health Communication.

**(4 x 5 = 20)**

**Section C**

**Answer any 2 (10 marks each)**

17. Explain with examples on the role of publicity and mediated communication on awareness of vaccination.
18. Design a poster for a campaign against female infanticide.
19. Explain the difference between the Individual and mass methods of Health communication.

**(10 x 2 = 20)**