

Reg. No .....

Name .....

**M. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2019****SEMESTER 3 : COMMUNICATION AND JOURNALISM****COURSE : 15P3MCJT10 : HEALTH COMMUNICATION***(For Regular - 2018 Admission and Supplementary - 2015/2016/2017 Admissions)*

Time : Two Hours

Max. Marks: 50

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

1. What is RNTCP ?
2. What is family health care?
3. What do you mean by interpersonal sources ?
4. Define the concept Source credibility.
5. Define Folkmedia.
6. Define health education.
7. Write short note on maternal morality ratio.
8. Briefly note on Ministry of Health and Family Welfare.

(2 x 5 = 10)

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

9. What is the importance of communication in population programmes?
10. Define communication. Do you agree that communication plays a role in building health awareness? Explain
11. Explain on the challenges of health education .
12. Explain the general objectives of health services.
13. Write a short note on feedback and its significance in health communication.
14. Write a short note on training camps for community opinion leaders.
15. Write a short note on Community resources.

(5 x 4 = 20)

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

16. Explain Population Problems in India with it's solution.
17. Narrate the role of UNICEF in promoting cultural values across the world.
18. Discuss about the preparation of content for stickers used for a campaign on Save Earth
19. Explain the advantages of traditional media in rural communication

(10 x 2 = 20)