

Reg. No

Name

20P3026

M. A. DEGREE END SEMESTER EXAMINATION - OCT/NOV 2020: JAN 2021

SEMESTER 3 : COMMUNICATION AND JOURNALISM

COURSE : 15P3MCJT10 : HEALTH COMMUNICATION

(For Regular - 2019 Admission and Supplementary - 2015/2016/2017/2018 Admissions)

Time : Two Hours

Max. Marks: 50

PART A

Answer any 5 (2 marks each)

1. Discuss the prime objectives of NHP.
2. Define the term 'Hygiene'.
3. Explain briefly on UNICEF.
4. Explain briefly on female infanticide.
5. Define health promotion.
6. Define adult learning.
7. What is IEC.
8. Explain briefly tribal TB eradication project.

(2 x 5 = 10)

PART B

Answer any 4 (5 marks each)

9. Explain briefly the media that are used effectively in promoting primary health care in India.
10. Explain on mass media sources and source credibility factors in health campaigns.
11. Explain the principles of primary health care approach in public health works.
12. What are the communication barriers in adult learning.
13. Explain briefly on different approaches in counseling.
14. Explain briefly on the need for health education.
15. Evaluate the effectiveness of any rural health program in Kerala.

(5 x 4 = 20)

PART C

Answer any 2 (10 marks each)

16. Explain the effectiveness of National Health Programs and role of media in awareness creation about Health programs.
17. Evaluate the primary health care system in Kerala.
18. Discuss the role of social media in promoting health awareness in urban area.
19. Explain the communication techniques used in effective health communication campaigns.

(10 x 2 = 20)