Reg. No ....   Name **23P4035**

M. A. DEGREE END SEMESTER EXAMINATION : MARCH 2023
SEMESTER 4 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : **21P4MCJT15 : HEALTH COMMUNICATION**
(For Regular - 2021 Admission)

Duration : Three Hours   Max. Weights: 30

PART A
Answer any 8 questions   Weight: 1

1. What is NRHM.

                                                             (R)

2. What is 'HRIDYAM'.   (R)
3. Explain briefly on 'Sahi Poshan Desh Roshan'.   (U)
4. Explain briefly on Infant Immunization Programmes.   (U)
5. What is MCH?   (R)
6. Define the concept of Source Credibility.   (U)
7. What is International Labour Organization.   (R)
8. What are the public health approaches.   (R)
9. Explain briefly on National Cancer Control Programme.   (U)
10. Define health education.   (U)
                                                        (1 x 8 = 8)

PART B
Answer any 6 questions   Weights: 2

11. What is adult learning? Explain the factors which influence the adult learning process.   (E)

12. Distinguish between Communicable and Non-Communicable diseases.   (An)

13. Discuss about any two health campaigns by WHO. Explain the prominance of the campaigns in the present scenario.   (E)

14. Explain the role played by mass media in cultural adaptation.   (U)

15. Evaluate the effectiveness of any rural health program in Kerala.   (E)

16. Discuss the need and importance of Health Communication.   (E)

17. Explain the relevance of effective communication strategies in relation with health campaign in rural areas.   (U)

18. Explain briefly the objectives of WHO.   (U)
                                                        (2 x 6 = 12)

PART C
Answer any 2 questions   Weights: 5

19. Discuss the role of UNICEF in promoting cultural values across the world.   (E)

20. Explain the evolution of modern medicine.   (U)

21. Discuss the role of Primary Health Centres in improving public health in India.   (E)

22. Explain population problems in India and recommend the solutions to overcome the crisis.   (U)

                                                        (5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;