

Reg. No

Name

24P4035

M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2024
SEMESTER 4 - MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 21P4MCJT15 - HEALTH COMMUNICATION
(For Regular - 2022 Admission and Supplementary - 2021 Admission)

Duration : Three Hours

Max. Weights: 30

PART A

Answer any 8 questions

Weight: 1

1. What is NUHM? (R)
2. Explain briefly on No Tobacco Campaign. (U)
3. What is ICDS? (R)
4. Explain briefly on National Iron plus Initiative. (U)
5. Explain Break the Chain campaign. (U)
6. Explain the concept 'cultural osmosis'. (U)
7. What is National Ayush Mission? (R)
8. What do you mean by positive health seeking behaviour? (R)
9. How to evaluate health education? (U)
10. Discuss about the EAG states in India. (E)

(1 x 8 = 8)

PART B

Answer any 6 questions

Weights: 2

11. 'Folk media can bring behavioural changes in the rural community'; Explain the statement. (U)
12. What are the key principles of National Health Policy? (E)
13. Explain the functions of Primary Health Centres in India. (U)
14. Explain the role played by mass media in cultural adaptation. (U)
15. Explain the different types of diseases. (U)
16. Explain the health schemes initiated by Government of Kerala. (U)
17. Explain briefly on significance of personal and environmental hygiene. (U)
18. Discuss the significance of Audio -Visual aids in health awareness campaigns. (An)

(2 x 6 = 12)

PART C

Answer any 2 questions

Weights: 5

19. Explain the effectiveness of National Health Programs and role of media in creating awareness about Health programs and schemes introduced by the state. (U)
20. Explain the prime objectives of Anganwadi. (U)
21. Explain the effectiveness of campaign against HIV/AIDS. (R)
22. Explain the status of health problems in India. (U)

(5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
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Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;