

M. A. DEGREE END SEMESTER EXAMINATION- MARCH 2025**SEMESTER 4 : JOURNALISM AND MASS COMMUNICATION****COURSE : 21P4MCJT15 : HEALTH COMMUNICATION***(For Regular - 2023 Admission and Supplementary 2022/2021 Admissions)*

Duration : Three Hours

Max. Weights: 30

PART A**Answer any 8 questions****Weight: 1**

1. What is IEC. (R)
2. Explain briefly on 'Aarogya Kiranam'. (U)
3. What is Mission Indradanush. (R)
4. Explain briefly on National Iron plus Initiative. (U)
5. What is ASHA. (R)
6. Explain the Pulse Polio Vaccination Campaign. (R)
7. What is meant by change agent? (E)
8. What is the general objective of health services. (R)
9. Explain briefly on anti-epidemic programmes. (U)
10. What is family health care. (R)

(1 x 8 = 8)**PART B****Answer any 6 questions****Weights: 2**

11. Explain different approaches in Health Education. (U)
12. Explain briefly on feedback and its significance in health communication. (U)
13. Discuss the general communication tools used in India, in the field of health care. (E)
14. Discuss about Clean India Campaign. (E)
15. Explain the role played by mass media in cultural adaptation. (U)
16. Explain on mass media sources and source credibility factors in health campaigns. (U)
17. Discuss the aims of health education as laid down by WHO. (E)
18. Explain the role of print media in promoting health campaigns with suitable examples. (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. What is ICDS. Write about the important services provided under the scheme. (R)
21. How to overcome the hurdles in Health Communication campaigns. (U)
22. Trace the evolution of modern medicine. (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;