

**M. A. DEGREE END SEMESTER EXAMINATION- MARCH 2026****SEMESTER 4 : JOURNALISM AND MASS COMMUNICATION****COURSE : 24P4MCJT15 : HEALTH COMMUNICATION***(For Regular - 2024 Admission)*

Time : Three Hours

Max. Weights: 30

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

1. How to evaluate health education. (U)
2. What are the public health approaches. (R)
3. What are the reasons behind female infanticide in India? (U)
4. Explain briefly on anti-epidemic programmes. (U)
5. What is National Health Mission. (R)
6. What is MCH? (R)
7. Define Communication Campaign. (R)
8. Why is cultural adaptation important in health campaigns? (U)
9. What do you mean by Vaccination. (R)
10. Write a short note on birth control programmes. (R)

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

11. Distinguish between Communicable and Non-Communicable diseases. (An)
12. Explain briefly on the need for health education. (U)
13. Explain the different types of diseases. (U)
14. What is the focus of SDG 3: Good Health and Well-being? (U)
15. What is the significance of folk media in bringing health awareness among rural community. (R)
16. What is mass society? Explain the relevance of media campaign. (U)
17. Explain the role played by mass media in cultural adaptation. (U)
18. Explain on the challenges of health education. (U)

**(2 x 6 = 12)****PART C****Answer any 2 questions****Weights: 5**

19. How could you measure the effectiveness of health campaigns through media. (U)
20. Explain population problems in India and recommend the solutions to overcome the crisis. (U)
21. Analyse how ASHA workers impact the success of health Campaigns like immunization drives or disease prevention programmes. (U)
22. Discuss the major challenges faced by global health agencies in communicating health information across diverse population and cultures. (E)

**(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;