

END TERM EXAMINATION

SECOND SEMESTER [BA (JMC)] MAY-JUNE-2019

Paper Code: BA (JMC)-108

Subject: Health Communication

(Batch-2016 Onward)

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions as directed. Internal choice is indicated

- Q1 Write notes on **any two** of the following:- (2x7.5=15)
(a) Urban Health Care System
(b) Lifestyle issues in India
(c) Polio Campaign
(d) UNICEF
- Q2 "Yoga aims towards healthy body and mind". Explain the role and importance of Yoga in daily life. (15)
OR
What do you mean by Public Health Care? Discuss the issues and problems faced in rural health care in India. (15)
- Q3 Discuss the importance of Health Journalism. What are the roles and responsibilities of Health Journalist? (15)
OR
Write notes on **any two** of the following: (7.5x2=15)
(a) NFHS Reports
(b) WHO
(c) India as Medical Tourism Destination
- Q4 What Ethics needs to be observed in Health Reporting? Explain the Structure and Guidelines for Health reporting. (15)
OR
Is Health Reporting for Traditional and Digital Media different? Explain with the help of an example. <https://www.ggsipuonline.com> (15)
- Q5 Write notes on **any two** of the following: (7.5x2=15)
(a) Information Education Communication
(b) Behaviour Change Communication
(c) Evaluation of Communication Campaign
OR
"Health Communication can create a base for healthy population". Comment and discuss the future of Health Communication in India. (15)
