



QP CODE: 26019243



26019243

Reg No :

Name :

MA DEGREE (CSS) EXAMINATION, MARCH 2026

Fourth Semester

Master of Arts in Journalism and Mass Communication

ELECTIVE - JM810402 - HEALTH COMMUNICATION

2019 Admission Onwards

DA72A942

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. Define secondary prevention.
2. Define National Health Policy
3. Explain the role of communication in health programmes.
4. Determine interpersonal communication in health communication.
5. Define 'Anemia Mukh Bharat' project.
6. Define UNICEF
7. Discuss the importance of adolescent health communication in schools.
8. Discuss the usage of audio visual tools in health communication.
9. Define 'Arogyam' Magazine.
10. Discuss the measures that you would take to educate people about COVID-19.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Explain National Leprosy Eradication Programme.
12. Discuss the role of Ministry of Health and Family Welfare in family planning.
13. Explain the communication process applied for health care.
14. Discuss the role of social media influencers in health communication.





15. Discuss 'Beti Bachao, Beti Padhao' campaign.
16. Explain Pradhan Mantri Bhartiya Janaushadhi Pariyojana.
17. Discuss the role of Primary Health Centres in rural health development.
18. Briefly explain the advantages of traditional media in health communication.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Trace the evolution of modern medicine.
20. Internet sources are becoming increasingly important in seeking health information making a significant effect on health care decisions and outcomes". Elucidate.
21. Create the content for a blog about viral infections.
22. Critically examine the resistance to change in health issues in the Indian societies.

(2×5=10 weightage)

