2023
SRCMUJ
3rd Semester Examination
M. A.
Journalism and Mass Communication
JMC-304
Health Communication

Full Marks : 40 **Time : 2 Hours**

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

1. Answer **any two** of the following questions: **5×2**
   a) Describe in brief the I.E.C. Model of Health Communication.
   b) Describe in brief the H.B.M. of Health Communication.
   c) Write a Short Note on N.A.C.O.
   d) Write a Short Note on Pulse Polio Campaign.
2. Answer **any three** of the following questions : **10×3**
   a) What do you mean by Social Awareness Programme? How do you process a HIV/AIDS Awareness Programme through Outdoor Campaign? **4+6**
   b) What is the way of communication to COVID-19 affected patients? Write down the role of positive and negative sides of social media during the COVID-19 lockdown period. **4+6**
   c) Compare the media exposure on health issues between rural and urban areas. Explain any three health issues in rural areas that should be covered rapidly by the media and why. **4+6**
   d) Explain in detail the challenges in Rural Public Health in India.
   e) Explain the Factors of Integrated Health Communication.

P.Y.Q. 2023