

END TERM EXAMINATION

SECOND SEMESTER [BA (JMC) JUNE 2024

Paper Code: BA (JMC)-108

Subjects: Health Communication

Time: 3 Hours

Maximum Marks: 60

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

Q1 Write Short Notes on any **three** of the Following:

(4x3=12)

- ~~(a)~~ Public Health
- ~~(b)~~ Responsibilities of Health Journalist
- (c) Need of Health Journalism
- ~~(d)~~ Define Information Education Communication
- (e) Writing for Public Health Care

Equal
marks

UNIT-I

~~Q2~~ Why Health Awareness is important in present era? Discuss the role of Yoga in maintaining Health and Wellness. (12)

OR

Q3 What issues and problems are addressed by Public Health Care System in Rural India? (12)

UNIT-II

~~Q4~~ What is Health Journalism? Discuss the various sources of Health Reporting. *Key organization* (12)

OR

Q5 Discuss the role of Media in promoting Public Health Care Campaigns. (12)

UNIT-III

Q6 Elaborate the ethical practices of health reporting. (12)

OR

~~Q7~~ How different media organizations cover the health beat? Give the recent example of health reporting in Digital Media. (12)

UNIT-IV

~~Q8~~ Define Behaviour Change Communication and write its functions. (12)

OR

Q9 What is the future of Health Communication? Discuss the Career Prospects in Health Journalism. (12)

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