

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
FIRST SEMESTER [BA (JMC)] Internal Examination, March 2024

Paper Code: BA (JMC) 108

Subject: Health Communication

Time: 2 Hours

Maximum Marks: 45

Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1.	Answer all the following questions briefly: -			1.5 × 10 = 15
	(a)	Explain three Ps of public health.		CO1
	(b)	Analyze the societal influences that led to the emergence of yoga in ancient India, considering its historical context and cultural backdrop.		CO2
	(c)	Describe the three main domains of public health.		CO1
	(d)	Examine the significance of illness prevention in the context of public health.		CO4
	(e)	"Medical tourism in India boost the economic and cultural benefits" state your opinion.		CO2
	(f)	Outline the spiritual components of yoga, stressing the importance of connection and inner calm.		CO1
	(g)	List some key responsibilities of a health journalist towards news organizations?		CO2
	(h)	How health journalists can ensure objectivity and fairness in their reporting?		CO3
	(i)	Describe the "nose for news" notion and how it relates to health journalism.		CO3
	(j)	Determine and talk about the main resources for health reporting.		CO4
UNIT - I				
2.	(a)	Explain the importance of a resilient global public health infrastructure in light of the COVID-19 pandemic	5	CO4
	(b)	Examine how yoga can help you stay fit and healthy while taking into account your spiritual, psychological, and physical needs with suitable examples.	5	CO2
	(c)	Determine and elucidate the primary lifestyle diseases that are common in India, as indicated in the syllabus.	5	CO1
3.	(a)	Summarize on the significance of basic sanitation, and hygiene for public health.	5	CO2
	(b)	Describe primary health centers and their function in providing healthcare in rural areas.	5	CO1

	(c)	Discuss about the causes of India's high cardiac patient population.	5	CO3
UNIT - II				
4.	(a)	Describe the responsibilities and roles of a health journalist with regard to information for the public.	5	CO2
	(b)	In public health campaigns such as those concerning HIV/ AIDS, polio, and the health of children during pregnancy, what role does health journalism play?	5	CO3
	(c)	Explain about how important it is in the internet age to spread knowledge that is based on science and evidence.	5	CO4
5.	(a)	List the different types of sources that are used for health reporting, provide examples of each.	5	CO3
	(b)	In order to carry out their jobs and responsibilities as a health journalist, what attributes are necessary?	5	CO2
	(c)	Discuss the importance of maintaining ethical standards in health journalism.	5	CO3