



BHARATIVIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)A-4,

Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

Course Code: BA(JMC)108

Course Name: Health Communication

Unit –I & II

- Q1. Define public health and explain its significance in India's healthcare system. Provide examples of public health initiatives aimed at addressing major lifestyle issues in the country. (CO1, BTL6)
- Q2. Evaluate the challenges faced by the public health care system in rural and urban India. Suggest potential solutions to improve healthcare access and delivery. (CO1, BTL5)
- Q3. Investigate the concept of medical tourism in India and analyze its impact on the country's healthcare infrastructure and economy. (CO1, BTL4)
- Q4. Illustrate the role of health awareness campaigns and yoga in promoting public health. Discuss how media can be leveraged to increase awareness. (CO2, BTL4)
- Q5. Critically analyze the portrayal of public health issues in Indian media. Assess the effectiveness of media in creating awareness and advocating behavioral changes. (CO2, BTL4)
- Q6. Explain the concept of health journalism and its importance in disseminating accurate health information to the public. (CO2, BTL6)
- Q7. Outline the roles and responsibilities of a health journalist in reporting health-related news and issues. (CO2, BTL6)
- Q8. Evaluate the reliability and credibility of different sources used for health reporting, such as NFHS reports, UNICEF reports, WHO, and Census data. (CO4, BTL5)
- Q9. Develop a health-related news story using multiple media platforms, including print, online, and audiovisual. (CO3, BTL6)
- Q10. Explore the impact of media campaigns on public health care initiatives, focusing on successful examples like the Polio eradication campaign or HIV/AIDS awareness programs. (CO4, BTL4)