



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

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Code: BA(JMC)108

Course Name: Health Communication

Unit –IV

- Q1. Define Information Education Communication (IEC) and Behavior Change Communication (BCC) approaches. Explain their significance in promoting public health. (CO1, BTL6)
- Q2. Compare and contrast IEC and BCC strategies, providing real-life examples of successful campaigns for behavior change. (CO1, BTL6)
- Q3. Design a comprehensive communication campaign to raise awareness about the importance of vaccination for children, incorporating both IEC and BCC principles. (CO2, BTL6)
- Q4. Analyze the role of media in amplifying IEC and BCC messages. Assess how media can influence public behavior and attitudes toward health issues. (CO2, BTL4)
- Q5. Evaluate the effectiveness of pre-testing and evaluating communication campaigns. Propose improvements based on the findings. (CO4, BTL5)