



BHARATI VIDYAPEETH'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

Model Question Paper

Note: Attempt FOUR questions in all. and attempt one question from each unit.

Enrollment No. and Name: **Time:** 60 Minutes **Maximum Marks:** 40

UNIT-I

Q:1 Define public health according to the World Health Organization (WHO).

Q:2 Evaluate the challenges associated with the rural-urban healthcare divide in India.

UNIT-II

Q:3 Explain the role of media in public healthcare campaigns, using examples from polio, HIV/AIDS, and reproductive child health.

Q:4 Explain the concept of "Pulse Polio Ravivaar" and its significance in the eradication campaign.

UNIT-III

Q: 5 Analyze the challenges faced by health and medical writers in maintaining accuracy and clarity in their communication.

Q:6 Evaluate the role of health reporting in India during disease outbreaks and public health emergencies.

UNIT-IV

Q:7 Define a communication campaign in the context of health communication.

Q:8 List and explain the advantages of traditional media in health communication.