

2022

MSHW

(B.Sc. Second Semester End Examination-2022)

PAPER-206T

Full Marks: 40

Time: 02 Hrs

*The figures in the right hand margin indicate marks
Candidates are required to give their answers in their own words as
far as practicable*

Illustrate the answers wherever necessary

1. Answer any five questions from the following: 5x2= 10
 - a. Write the full form of IEC.
 - b. What is 'Data'?
 - c. Write the full form of 'KAP'.
 - d. What is information?
 - e. What is message?
 - f. Write the definition of 'communicator'.
 - g. Write the objectives of communication.
 - h. Write the names of any two barriers of communication.

2. Answer any four questions from the following: 4x5 = 20
 - a. i) Which communication is more effective in Rural sector for nutritional awareness and why?
ii) What are the criteria of a good communicator? 3+2

- b. i) What are the different types of communication?
 ii) "In general group Communication is preferred over mass communication" – Justify the statement 2+3
- c. Briefly discuss the communication model. 5
- d. How nutrition education improves community health and nutritional status by the implementation of KAP strategy?
- e. Write the advantages of nutrition education through electronic media and mention it's disadvantages. $2\frac{1}{2} + 2\frac{1}{2}$
- f. i) What are the criteria of good message?
 ii) Write the features of information. $2\frac{1}{2} + 2\frac{1}{2}$

4. Answer any one question of the following: 1x10 = 10

- a. i) Why women are selected for awareness generation in community nutrition and health improvement instead of male member?
 ii) Write in brief about women to women strategy? 5+5
- b. Write the human interaction theories and mass communication theories in the field of communication. 5+5