



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA(HM)-Hons-2023

Course Name – Public Health

Course Code - BHM60116

(Semester VI)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) A pandemic is best related as:
 - a) Disease affecting a single household
 - b) Disease occurring at expected levels
 - c) Disease affecting multiple countries or continents
 - d) Disease limited to healthcare workers
- (ii) The index case is related to:
 - a) First case reported
 - b) First laboratory-confirmed case
 - c) First case that comes to the notice of authorities
 - d) First recognized case in an epidemic
- (iii) Relative risk is commonly inferred in:
 - a) Case-control studies
 - b) Cohort studies
 - c) Cross-sectional studies
 - d) Ecological studies
- (iv) Spot maps are used to construct:
 - a) Time trends
 - b) Place distribution
 - c) Person characteristics
 - d) Laboratory results
- (v) What is the major challenge for public health in the 21st century?
 - a) Decline in population
 - b) Rise of non-communicable diseases
 - c) Elimination of infectious diseases
 - d) Reduced life expectancy
- (vi) Show the agenda of the Dengue control programme.
 - a) Vaccination only
 - b) Vector control and early detection
 - c) Nutrition supplementation
 - d) Family planning
- (vii) Recall the main focus of public health.
 - a) Individual treatment
 - b) Population health
 - c) Hospital administration
 - d) Medical research
- (viii) Recall the approach that focuses on preventing diseases before they occur.
 - a) Curative approach
 - b) Preventive approach

- c) Rights-based approach
 (ix) Relate epidemiology in healthcare management to the most appropriate option.
 a) Study of drugs
 b) Use of epidemiological data to guide healthcare decisions
 c) Hospital finance system
 d) Medical ethics
 (x) Name the term used for conditions in which people are born, grow, live, work, and age.
 a) Epidemiology
 b) Social determinants of health
 c) Health planning
 d) Health policy
 (xi) Choose one major category of social determinants of health.
 a) Immunization
 b) Income and social status
 c) Surgery
 d) Hospital care
 (xii) Relate health planning with resource limitations.
 a) Resources are unlimited
 b) Planning prevents duplication and wastage
 c) Planning delays services
 d) Planning increases costs only
 (xiii) Apply the concept of SDH to select a factor influencing tuberculosis in slum populations.
 a) High income
 b) Overcrowding and poverty
 c) Genetic mutation
 d) Advanced surgery
 (xiv) Select an individual approach of health education.
 a) TV
 b) Radio
 c) Counselling
 d) Newspaper
 (xv) Interpret communication as a two-way process.
 a) Only sending
 b) Only receiving
 c) Exchange of ideas
 d) Writing notes

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. Infer the meaning of an endemic disease with example. (3)
3. Name the components of the communication process. (3)
4. Apply epidemiological data in identifying priority health problems. (3)
5. List the components of community diagnosis. (3)
6. Analyze the effect of cultural barriers on health communication. (3)

OR

- Distinguish one-way and two-way communication. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Identify the principles and methods of outbreak control. (5)
8. Outline the stages of behaviour change. (5)
9. Evaluate the impact of social factors on health outcomes. (5)
10. What is the need and importance of health sector reforms in India? (5)
11. Evaluate the objectives and strategies of the National Malaria Control Programme. (5)
12. Assess the types of public health surveillance systems. (5)

OR

- Compare primary, secondary, and tertiary prevention with examples. (5)
