

Course Code: 24BB4C05

BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE
(AUTONOMOUS)

II-BBA II-Semester Regular Examinations (BR24), June-2026

PUBLIC HEALTH MANAGEMENT (BBA)

Time: 3 hours

Max. Marks: 70

Question Paper consists of Part-A and Part-B
Answer ALL the question in Part-A and Part-B

PART-A (10X2 = 20M)

	Marks	CO	BL
1. a) What are environmental health hazards?	(2M)	CO 1	L1
b) Explain two causes of water pollution.	(2M)	CO 1	L2
c) What is the role of public sector in healthcare?	(2M)	CO 2	L1
d) Inspect any two functions of WHO.	(2M)	CO 2	L4
e) What is the Health Belief Model?	(2M)	CO 3	L1
f) What is community participation?	(2M)	CO 3	L1
g) Define non-communicable diseases (NCDs).	(2M)	CO 4	L1
h) What is tuberculosis?	(2M)	CO 4	L1
i) What is health education?	(2M)	CO 5	L1
j) List any two roles of mass media in health promotion.	(2M)	CO 5	L1

PART-B (5X10 = 50M)

2. Explain the concept and scope of environmental health. Discuss different types of environmental health hazards with examples. (OR)	(10M)	CO 1	L2
3. Evaluate preventive strategies and policies to reduce environmental health risks.	(10M)	CO 1	L4
4. Explain the concepts and objectives of health policy. Discuss the structure of the Indian healthcare system. (OR)	(10M)	CO 2	L2
5. Explain the principles of health management (planning, organizing, staffing, directing, and controlling) with examples.	(10M)	CO 2	L2
6. Examine the influence of social, cultural, and economic factors on health behavior. (OR)	(10M)	CO 3	L2
7. Explain the Health Belief Model and Social Cognitive Theory in the context of health behavior change.	(10M)	CO 3	L2
8. Define communicable diseases and explain their causes, transmission, and prevention methods with examples. (OR)	(10M)	CO 4	L1
9. Discuss the epidemiology and control measures of major communicable diseases in India.	(10M)	CO 4	L4
10. Explain the concept and importance of health promotion. Discuss principles and approaches of health education (OR)	(10M)	CO 5	L2
11. Discuss the design and implementation of effective health communication strategies.	(10M)	CO 5	L4

