

**International Institute of Health Management Research, New Delhi**

**Examination- March 2017**

**Communication Planning and Management**

MM: 70

Times: 3 hrs

**Part-A is compulsory and each question carries two marks**

- Q1. Show the process of communication with the help of a figure.
- Q2. Write any four ways of communication.
- Q3. Show Shannon Weaver model of communication with the help of a figure.
- Q4. Write elements of body language.
- Q5. Assume you are a manager in an organization, write an email to your staff raising objection against regular late coming.

**Part-B**

**Attempt any five questions each question carries twelve marks**

- Q1 Health communication is important for public health elaborate.
- Q2. Explain health belief model of communication with the help of suitable examples.
- Q3. What is importance of counseling? Differentiate directive and non-directive counseling.
- Q4. What do you mean by a presentation? How to prepare and deliver a good presentation?
- Q5. What is the role of media in generating community support for changes in community norms and policies? Elaborate with suitable examples.
- Q6. Explain the importance of behavior change communication in health education.
- Q7. What is non-verbal communication? Give your views regarding its importance in effective communication.