

Post Graduate Diploma in Management (Hospital & Health Management)

PGDM – 2024-26 Batch

1st Year – 2nd Semester End Examination

Subject & Code	: Communication Planning and Management (CPM)-CC 612	Reg. No.:
Semester & Batch	: II, 2024-26	Date : 22-04-2025
Time & Duration	: 10:30 A.M.-01:30 P.M. (3 Hrs.)	Max. Marks : 70

Instructions:

- Budget your time as per the marks given for each question and write your answer accordingly.
 - Don't write anything on the Question Paper except writing your Registration No.
 - Mobile Phones are not allowed even for computations.
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Part A: Q.1 to Q.10 all questions are compulsory (10 X 2 Marks = 20 Marks)
One liner, MCQs, True/False

Q1) Which of the following is NOT the objective of Health Communication?

- (a) enhances health
- (b) reinforces myths and misconceptions
- (c) influence health behavior
- (d) advocates for health issues or policies or programs

Q2) Health communication uses _____ channel of communication

- (a) one
- (b) two
- (c) multiple
- (d) outstanding

Q3) The term "risk communication" refers to:

- (a) Communicating about dangerous professions
- (b) Providing information about potential health hazards
- (c) Predicting future health risks through astrology
- (d) Promoting healthy lifestyles without considering risks

Q4) In health communication, "audience segmentation" means:

- (a) Ignoring some sections of the population
- (b) Dividing the population based on their ability to pay
- (c) Categorizing the audience into subgroups based on characteristics
- (d) Separating healthy individuals from the sick

Q5) Which strategy is most effective for behavior change in health communication?

- (a) One-size-fits-all messages
- (b) Punitive messaging
- (c) Tailored, participatory, and repeated messaging
- (d) Ignoring cultural beliefs

Contd...2..

Q6) Which model focuses on how individuals process and respond to health threats?

- (a) Health Belief Model
- (b) Diffusion of Innovation Theory
- (c) Agenda-Setting Theory
- (d) Transtheoretical Model

Q7) Which of the following is a key characteristic of SBCC?

- (a) uses a socio-ecological model for change
- (b) is an interactive, researched, and planned process that aims at changing social norms as well as individual behaviors
- (c) operates through three key strategies, i.e., advocacy, social mobilization and behavior change.
- (d) all the above

Q8) Messages passed via one-way communication do not include

- (a) receiver
- (b) channel
- (c) feedback
- (d) sender

Q9) Monitoring of health communication program can help in knowing

- (a) status of planned activities
- (b) audience being exposed to messages
- (c) feedback on the messages
- (d) all of them

Q10) Health communication can reduce the 'resistance' towards the change.

Yes/No

Part B: Q.11 to Q.15 attempt any four questions (4 X 5 Marks = 20 Marks)

Short Notes

Q 11) Briefly highlight the importance of the Health Belief Model in health communication?

Q 12) Briefly explain the importance of 'consistency' (one of the 7Cs) in health messaging

Q 13) Audience Segmentation is one of the most critical components of SBCC. Explain with a suitable example

Q 14) Differentiate between IEC and BCC

Q 15) Discuss the role of Community Mobilization in health-related issues with a suitable example

Part C: Q.16 to Q.19 attempt any three questions (3 X 10 Marks = 30 Marks)

Long Notes

Q 16) Cite one case study highlighting the effective use of SBCC. Identify the key SBCC strategies used, target audience catered, and the problems addressed in the case study.

Q 17) Explain how the social mobilization strategies adopted for immunization helped India and other countries towards the Polio eradication efforts.

Q 18) In the context of the Transtheoretical Model (TTM), consider a scenario involving an individual who is aiming to adopt a regular exercise routine. Based on the TTM, how interventions and strategies might differ for someone in the contemplation stage compared to someone in the action stage?

Q 19) Discuss the principles of SBCC. Outline the various steps of SBCC. Monitoring and evaluation is one of the most critical components of SBCC. Explain with a suitable example