

International Institute of Health Management Research Delhi

Exam (Batch- 2022-2024)

CC-612-Communication Planning and Management

Total marks: 70

Duration: 3hrs

Answer MCQs in question paper itself and attach with the answer sheet.

SECTION A

Multiple Choice Questions

(Each question carries 2 marks)

**Q1) Which of the following is NOT a principle of SBCC?**

- (a) considers the social context (b) uses theories and models to guide decisions  
(c) keeps focus only on individual behavior change (d) uses research to drive the program

**Q2) Which among the following is a mass media communication channel?**

- (a) radio (b) street plays (c) counselling (d) none of them

**Q3) The health communication planning involves**

- (a) situation analysis (b) audience segmentation (c) both (a) and (b) (d) none of them

**Q4) Generally, health communication uses \_\_\_\_\_ channel of communication**

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

**Q5) 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

**Q6) Messages passed via one-way communication do not include**

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

**Q7) SBCC strategy will have the greatest impact if which of the following is done?**

- (a) one communication channel is used for all the activities.  
(b) communication channels are strategically combined so that messages and activities mutually reinforce each other  
(c) print media is primarily used to communicate messages.  
(d) both (a) and (c)

**Q8) 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

**Q9) Health communication can reduce the 'resistance' towards the change?**

Yes/No

**Q10) Is it possible for an individual to move from one stage to another stage of change under the TTM?**

Yes/No

## **Section B**

### **Short Questions**

(Each question carries 6 marks)

- Q11) Mention the four key characteristics which make a health communication a behaviour change communication?
- Q12) Briefly explain the importance of health communication.
- Q13) Monitoring and evaluation is one of the most critical components of SBCC. Explain with a suitable example.
- Q14) Briefly highlight the importance of different models of behaviour in health communication?
- Q15) Briefly explain the importance of 'consistency' (one of the 7Cs) in health messaging.

## **Section C**

### **Long Questions**

(Each question carries 10 marks)

- Q16) Describe the various steps of SBCC. Also, cite one case study of effective use of SBCC.
- Q17) Explain how the social mobilization strategies adopted for immunization helped India and other countries towards the Polio eradication efforts.