



International Institute of Health Management Research (IIHMR), New Delhi

PGDM (HOSPITAL AND HEALTH MANAGEMENT)

(Batch 2022-2024)

CC 612-COMMUNICATION PLANNING AND MANAGEMENT

SUPPLEMENTARY EXAM. (2nd & 3rd Term)

Date: October 21, 2023

Time allowed: 3 hours

Max. Marks: 100

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) Barriers in communication includes

- (a) internal obstacles (b) external obstacles (c) both a and b (d) none of these

Q4) One way communication lack

- (a) participation (b) feedback (c) both a and b (d) none of these

Q5) Health communication can bring changes in

- (a) knowledge (b) attitude (c) practice (d) all of them

Q6) Channels of health communication includes

- (a) mass media (b) folk media (c) interpersonal communication (d) all of them

Q7) Health communication takes place at

- (a) individual level (b) community level (c) organization level (d) all of them

Q8) The health communication planning involves

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

Q9) Social ecological model of health focuses on multiple factors that affect health

Yes/No

Contd...2..

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Q10) A channel is the physical means or the media by which the message travels from a sender to a receiver
Yes/No

Short Questions

(each question carries 7 marks)

Q11) Differentiate between IEC and BCC.

Q12) Comment on the effectiveness of social media in health communication.

Q13) Write different steps which are required to develop a health communication campaign.

Q14) Briefly explain about different types of communication channels

Q15) Outline the different functions of health communication.

SECTION C

Long Question

(each question carries 15 marks)

Q16) Explain about “7Cs” which can be used to assess the effectiveness of the health messages.

Q17) Explain Health Belief Model and its importance in health communication.

Q18) Describe the various steps of SBCC. Also, cite one case study of effective use of SBCC.