

**Post Graduate Diploma in Management (Hospital & Health Management)  
PGDM – 2023-25 Batch**

**1<sup>st</sup> Year – 1<sup>st</sup> Term Examination**

Course & Code	: Communication Planning & Management-CC 612	Reg. No.	:
Term & Batch	: I, 2023-25	Date	: 22-12-2023
Duration	: 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.

**Part A:** Q. 1 to Q.10 (10 questions\*1 marks = 10 marks).

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

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

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

- (a) Television (b) Street Plays (c) both a & b (d) none of them

**Q3) Which of the following is NOT an advantage of Community mobilization as a communication channel?**

- (a) Two-way Communication (b) Face-to-face communication  
(c) Persuasive and allows for conversation (d) Human resource intensive (if coverage need is high)

**Q4) The health communication planning involves**

- (a) situation analysis (b) audience segmentation (c) creating message briefs (d) all of the above

**Q5) Which of the following is a key element of SBCC campaigns?**

- (a) One-way communication  
(b) Ignoring cultural context  
(c) Targeting a broad audience  
(d) Utilizing multiple communication channels

**Q6) What is the importance of audience segmentation in health communication?**

- (a) It divides the audience based on age only (b) It tailors' messages to specific audience characteristics.  
(c) It limits the reach of the campaign. (d) It focuses on a one-size-fits-all approach.

**Contd...2..**

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

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

**Q8) Monitoring of health communication programs can help in knowing**

- (a) progress of planned activities
- (b) Responses or reactions received in relation to the conveyed message
- (c) audience exposed to the conveyed messages.
- (d) all of them

**Q9) BCC evolved from the previous experiences of IEC**

**Yes/No**

**Q10) TTM is a linear and not a circular model**

**Yes/No**

**Part B: Q.11 to Q.15 (4 questions \*5 Marks =20 Marks) Attempt any four.**

**Short Notes**

- Q11) Discuss the role of Community Mobilization in health-related issues
- Q12) Explain in brief the Socio-Ecological Model of behavior change
- Q13) Audience Segmentation is one of the most critical components of SBCC. Explain with a suitable example.
- Q14) Briefly highlight the importance of IEC and BCC in health communication.
- Q15) Briefly highlight the importance of communication during public health emergencies

**Part C: Q.16 to Q.20 (4 questions \*10 Marks =40 Marks) Attempt any four.**

**Long Notes**

- Q16) Explain the 7Cs in health messaging.
- Q17) Briefly highlight the importance of different models of behaviour in health communication?
- Q18) In the context of the Transtheoretical Model (TTM), consider a case study involving an individual who is contemplating quitting smoking. Based on the TTM, how might interventions and strategies differ for someone in the contemplation stage compared to someone in the action stage?
- Q19) Outline the various steps of SBCC. Monitoring and evaluation is one of the most critical components of SBCC. Explain with a suitable example
- Q20) Cite one case study highlighting the effective use of SBCC. Identify the key SBCC strategies used, target audience catered, and the problems addressed.