

**Post Graduate Program In Health and Hospital Management**

International Institute of Health Management Research

Re-appear Exam April, 2021

Batch: 2020-22

Subject: Communication Planning And Management (CC 612)

Time 2 Hrs

MM:100

Note: Attempt any Five questions. Each question carries 20 marks. Please limit your answers in 300 words.

- 1 Q) Explain role of Johai Window in communication.
- 2.Q) What is role of communication in health? Explain with suitable examples.
- 3 Q) What is counselling? what is its importance? Explain different types of counselling.
- 4Q) What is strategic communication planning process? Explain.
- 5 Q) Explain Behaviour change communication.
- 6 Q) What are the main points we need to consider in presentation or public speaking?
- 7 Q) What is media advocay? What is its role in healthcommunication?