

International Institute of Health Management Research Delhi

Exam (Batch- 2021-2023)

Health Communication

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 among the following constitutes objectives of health communication?

- (a) raising awareness (b) health promotion (c) advocacy (d) all of them

Q2) Which among the following is not a component of the health belief model?

- (a) perceived severity (b) perceived benefits (c) perceived imagination (d) self-efficacy

Q3) Which among the following can be used for mass media and visual communication?

- (a) radio (b) poster (c) counselling (d) all of them

Q4) The transtheoretical model of behaviour change is based on

- (a) process of change (b) stages of change (c) determinants of change (d) none of them

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) Health Belief Model was developed from which among the following health behaviour

- (a) immunization hesitancy (b) smoking cessation (c) TB screening (d) none of them

Q9) Messages passed via one-way communication does not include

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

Q10) The social ecological model of health focuses on _____ that might affect health.

- (a) one factor (b) two factor (c) multiple factors (d) infinite factors

Short Questions

(Each question carries 6 marks)

- Q11) Differentiate between IEC, BCC and SBCC.
- Q12) Critically comment on the effectiveness of social media in health communication.
- Q13) Outline the different functions of health communication.
- Q14) Briefly explain on the importance of non-verbal communication in health setting.
- Q15) How would you review the effectiveness of the messages being communicated in any health program?

Long Questions

(Each question carries 10 marks)

- Q16) Explain the role of communication in any public health crisis.
- Q17) Explain the Trans Theoretical Model and its importance in health communication.