

**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.