



**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. (2<sup>nd</sup> & 3<sup>rd</sup> 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..**

**-: 2 :-**

**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.