

M.B.A. (CBCS Pattern) Semester - IV
PCB4EE5 - Health Communication: Development & Dissemination

P. Pages : 1

Time : Three Hours



GUG/S/23/10748

Max. Marks : 70

-
- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

- | | | |
|-----|---|----|
| 1. | Give an overview of many substantive areas of study within health communication like interpersonal communication. | 14 |
| 2. | What is health communication? Discuss detail the various functions of health communication. | 14 |
| 3. | Explain organizing for better health care management. | 14 |
| 4. | Discuss role of mass media in parenting education. | 14 |
| 5. | Explain dimension of health care communication. | 14 |
| 6. | Give a brief note on Rewards and Punishment in health care management. | 14 |
| 7. | Describe in detail the various types of hospital statistics used to access the medial care in a hospital. | 14 |
| 8. | Explain plan, deliver and evaluate health information & disease prevention campaigns. | 14 |
| 9. | Describe the steps in the formation and evaluation of disease prevention. | 14 |
| 10. | Explain ethical dimensions in improving the working of hospitals. | |
