

M.B.A. (CBCS Pattern) Semester-IV
PCB4EE5 / SP05 - Health Communication - Development & Dissemination
Health Care Management

P. Pages : 1

Time : Three Hours



GUG/S/25/10748

Max. Marks : 70

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

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| 1. | Write an overview of many substantive areas of study within Health Communication? | 14 |
| 2. | Explain Communication Campaigns in Health Communication? | 14 |
| 3. | Distinguish between Successful and Unsuccessful Health Communication Campaign? | 14 |
| 4. | What are the uses of Least Three Artifacts? | 14 |
| 5. | Elaborate and discuss Health Information and Disease Prevention Campaigns? | 14 |
| 6. | Describe Health Policy Initiatives in Health Communication? | 14 |
| 7. | Discuss Language and Materials that Make Complex Diseases Issues more Understandable to Public? | 14 |
| 8. | What is Collective Employee Participation in Health Communication? | 14 |
| 9. | What are the Role of Mass Media in Parenting Education in Health Communication? | 14 |
| 10. | Write short note any two . | 14 |
| | a) Rewards and Punishments | |
| | b) Health Literacy and Strategies | |
| | c) Dimensions of Health Care Communication | |
| | d) Health Ethics | |
