

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

P. Pages : 1

Time : Three Hours



**GUG/S/24/10748**

Max. Marks : 70

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

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|-----|----------------------------------------------------------------------------------|-----------|
| 1.  | Discuss inter-cultural communication within health communication.                | <b>14</b> |
| 2.  | Explain health ethics within health communication.                               | <b>14</b> |
| 3.  | Discuss use of pamphlets, print ads and video for health communication campaign. | <b>14</b> |
| 4.  | Explain with example AIDS campaign.                                              | <b>14</b> |
| 5.  | Discuss planning and evaluation of the disease prevention campaigns.             | <b>14</b> |
| 6.  | Discuss management of health care delivery systems.                              | <b>14</b> |
| 7.  | Explain health literacy and strategies within health communication.              | <b>14</b> |
| 8.  | How to make complex disease issues more understandable to public? Discuss.       | <b>14</b> |
| 9.  | Explain collective employee participation for better health care management.     | <b>14</b> |
| 10. | Write short note <b>any two</b> .                                                | <b>14</b> |
|     | a) Roll of mass media in parenting education                                     |           |
|     | b) Dimension of health care management                                           |           |
|     | c) Rewards and punishments for better health care management.                    |           |
|     | d) Inter-personal communication.                                                 |           |

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