

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. | 14 |
| 2. | Explain health ethics within health communication. | 14 |
| 3. | Discuss use of pamphlets, print ads and video for health communication campaign. | 14 |
| 4. | Explain with example AIDS campaign. | 14 |
| 5. | Discuss planning and evaluation of the disease prevention campaigns. | 14 |
| 6. | Discuss management of health care delivery systems. | 14 |
| 7. | Explain health literacy and strategies within health communication. | 14 |
| 8. | How to make complex disease issues more understandable to public? Discuss. | 14 |
| 9. | Explain collective employee participation for better health care management. | 14 |
| 10. | Write short note any two . | 14 |
| | 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. | |
