

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

P. Pages : 1

Time : Three Hours



**GUG/W/23/10748**

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 interpersonal communication within health communication.  | 14 |
| 2.  | Explain role of mass media for health communication.  | 14 |
| 3.  | Use of least three artifacts for health communication campaign.   | 14 |
| 4.  | Discuss plan, deliver and evaluate health information and disease prevention campaigns.   | 14 |
| 5.  | Explain advocate for health policy initiatives.   | 14 |
| 6.  | Discuss healthy campaign or develop a television programme that make complex disease issues more understandable to public with example. | 14 |
| 7.  | Explain collective employee participation for better health care management.  | 14 |
| 8.  | Discuss rewards and punishment in health care management.   | 14 |
| 9.  | Explain various dimensions of health care communication.  | 14 |
| 10. | Discuss role of mass media in parenting education.  | 14 |

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