

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 |
