

MPHIS-615.101- Health Communication Planning and Management for Behavior Change

Time - 3 Hours

Maximum Marks:50 (Pass Marks: 20)

This question paper contains one printed page.

1. As a public health professional, comment on the importance of CNA and its different components in designing a behaviour change intervention. (10 marks)
2. What is a biopsychosocial model. Comment on its relevance in prevention programs. (10 marks)
3. In implementing a behaviour change campaign on tobacco prevention among youth, which behaviour change theory would you like to use as a basis of intervention? Elaborate on the rationale of your choice. (10 marks)
4. Elaborate with appropriate examples: (10 marks)
 - a) Criteria for causal inference in evaluation of communication campaign

OR

 - b) Importance of media advocacy in implementing communication campaign
5. Write short notes on any two: (5+5=10 marks)
 - a) Social Marketing
 - b) Communication campaign and its characteristics
 - c) Positioning