

Institute of Health Management Research, Jaipur
PGDHM
Final Examination
Communication Planning and Management & Business Communication

Time: 3 Hrs

Max. Mark: 70

Note: Attempt any five questions. All questions carry equal marks.

1. What is strategic communication? Using a strategic framework, write down the steps to be followed by you for Diarrhea management among rural children? (14)
2. Write short notes on any two: (14)
 - a. Determinants of a good report
 - b. Key considerations for conducting a meeting
 - c. Importance of interpersonal communication
 - d. Seven Cs of effective communication
3. Write a letter to your department/ unit head regarding transferring you to your desired place of posting. (14)
4. What are the different channels of communication for behavior change? Please comment on their advantages, disadvantages and appropriate uses. (14)
5. What are the general considerations to be kept in mind while designing different IEC-BCC material? Please elaborate on designing process of any four IEC-BCC materials/products of your choice. (14)
6. The kite-flying tradition on Makar Sankranti proved fatal for a 4-year-old girl, who died after her throat was slit by a sharp kite-string. Though the state administration had banned the glass-coated Chinese string, it is being sold in the market. Please comment on the responsibility of administration, community and sellers for continuation of this behavior. Is it a behavior issue? Which behavior change theories would you like to keep as a base if you were to design a behavior change communication campaign? Please elaborate on the rationale and your target audience? (14)