

MBA Hospital and Health Management
MBA Human Resource Management in Health and Hospitals
Batch 20th (2015-2017) First Year
Communication Planning and Management
Term Examination

Time - 3 Hour

M.M-70

Note: Attempt **ANY FIVE** questions. All questions carry equal marks.

1. Please write a letter to the head of your department/unit expressing your dissatisfaction with the incentives being given to you in terms of your performance appraisal and request for his/her time for a meeting on this issue. (14)
2. Please throw light on emergence on bio-psychosocial model and comment on the importance of behavior in ensuring health by citing appropriate examples of hospital and community setting. (14)
3. Write short note on any two: (7+7)
 1. Edutainment
 2. Media Advocacy
 3. Community participation Vis a vie Power structure
4. What is the importance of audience analysis with respect to stages of behaviour change? In view of the graphs presented on the approval status of family planning in Pakistan, elaborate with reasons on the intervention which will be done and audience segment (s) that would be selected? (14)

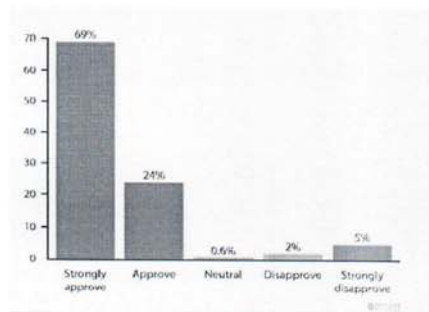


Figure 1: Approval of Family Planning

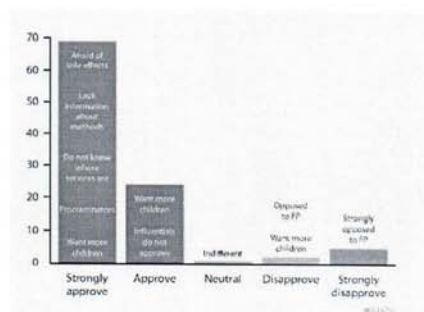


Figure 2: Reasons for barriers for upper stage



The reasons for staying on this stage of behavior change(Figure 2) (strongly approval- 5%) are afraid of side effects, lack information about methods, afraid of side effects, do not know where services are, want more children. The reasons for sticking to approval (24%) are want more children and influential do not approve. Less than half percent are indifferent and those who disapprove (2%) are either opposed to side effects or want more children. Around 5 percent strongly disapprove as they are strongly opposed to Family planning

5. Comment on the importance of behaviorist principles and its potential use in improving health behavior by citing suitable examples. (14)
6. Write short note on any two: (7+7)
 1. Interpersonal Communication
 2. Health Communication
 3. Persuasion Vs information-giving approach
7. IEC material is to be designed for “Swach Bharat Abhiyan”. Taking this as an example, please elaborate on the considerations you will make for designing effective IEC material (7 Cs). (14)