



Time - 3 Hour

MM-70

The question paper contains one printed page.

- Q1.** In view of the 'spare wheel steering wheel' analogy, comment on the importance of strategic communication and its elements. (14)
- Q2.** Using appropriate examples, write short notes on: (any two) (7+7)
- a) Social Marketing Era
 - b) Health Messages in print
 - c) Positioning of Health Programs
- Q3.** Discuss essential features of interpersonal communication in Hospital Setting? What needs to be taken care of with respect to patient-provider communication and provider-provider communication? (14)
- Q4.** Using example of any childhood health issue, elaborate on elements of any one framework of health communication and the way in which it will be implemented. (14)
- Q5.** You have been transferred to Porbandar district of Gujarat as DPM. You observe that a few sub-district health facilities need massive infrastructural improvement. Please write a letter to the relevant authorities to request support and fund for infrastructural work. (14)