

**Time - 3 Hour****MM-70***All questions carry equal marks**Attempt any FIVE questions**The question paper contains one printed page*

- Q1. Why is communication important in health and hospital sector? Please elaborate on its genesis in Health and its growth over the years? 14
- Q2 Write short notes on any two: 7+7
1. Social marketing Era
 2. Edutainment
 3. Advocacy
- Q3 Kurt Levin said, 'The goodness of a theory lies in its practical utility'. Which theory or model of behavior change studied by you appears most close to Levin's definition. Please discuss the theory, its applicability, and reasons. 14
- Q4. A selection committee constituted by the Hospital Management shortlisted and interviewed 2 persons for the position of Assistant Operations Manager to work under you in your Hospital. After the interviews, the committee selected just one of them. Please write a refusal letter to the one who has not been selected (Ms Ashima Verma). Also, separately write down the points which one needs to keep in consideration when one sends a "no reply". 10+4
- Q5. Write short notes on any two: 7+7
1. Interpersonal Communication
 2. Press release
 3. Developing IEC materials
- Q6. Morbidity and mortality among youths due to road accidents is on increase and road traffic safety initiatives have not been able to put a check on it. If you were to design a campaign on road safety for 24 months, please elaborate on the steps that you would follow using an appropriate health communication framework of your choice.