

LIHMR UNIVERSITY
Institute of Health Management Research
MBA Hospital and Health Management
Batch-23(2018-2020)
First Year
Communication Planning and Management



Term Examination

Time - 3 Hours

MM-70

The question paper contains ONE printed page.

All questions carry equal marks; please attempt any 5 questions

- Q1. Discuss PROCEDE-PRCEDE framework given by Green and Kreuter and using it, elaborate on the steps to be taken for designing an intervention for Tobacco-free Society. (14)
- Q2. Write short notes on any two: (7+ 7)
- a.) Use of readability test and SMOG
 - b.) Positioning
 - c.) CNA
- Q3. Write short notes on any two: (7+7)
- a.) Interpersonal Communication
 - b.) Development of IEC material
 - c.) Importance of press conference
- Q4. It has been increasingly realized that violence against women cannot be stopped until and unless community cease to be silent spectator to violence. Please elaborate on the theory/model you would opt to design an intervention for behavior change (14)
- Q5. World Kidney day is celebrated on March, 8 every year. A hospital with World -renowned specialists in Nephrology wish to create awareness and advocate the importance of healthy kidney. pl discuss the platforms available on TV which could be used and why if TV is the preferred channel of communication. (14)
- Q6. Using a mode of written communication, please inform all the agencies working on malnutrition about a seminar on "Addressing Malnutrition among children under 5" with a request for attending it. (14)