



Institute of Health Management Research
MBA Hospital and Health Management
Batch-27th (2022-2024)

First Year, Term 3, End Term Examinations, April 2023

CC- 612 Communication Planning and Management

Time - 3 Hour

Maximum Marks:50 (Pass Marks: 20)

The question paper contains 1 printed page.

Q1. Write short notes on any two of the following: (5+5 = 10 marks)

- (a) Health Communication
- (b) Strategic Communication
- (c) Field era

Q2. Write short note on any two: (5+5 = 10 marks)

- (a) CNA
- (b) Counselling Process
- (c) Edutainment

Q3. Elaborate on concept and application of Health Belief Model with appropriate example.

(5 marks)

Q4. Attempt **any two** of the following:

(2 x 5 = 10 marks)

- (a) Write a press release on Conference you will organize at IIHMR University.
- (b) Write a letter to CMHO stating difficulties you are facing in managing UPHC as a Medical Officer In-charge.
- (c) What is the importance of organizational communication in a tertiary Hospital?
- (d) Define complexities of non-verbal communication

Q5. Attempt **any one** of the following (answer in detail):

(1 x 15 = 15 marks)

- (a) Elaborate any one model of communication. State its use, pros, and cons in Indian health care delivery system.
- (b) Discuss issues in Professional-Professional and Patient- Significant others communication?