



Institute of Health Management Research

MBA Hospital and Health Management

Batch-28th (2023-2025)

First Year, Term 3 End Term Examinations, April 2024

CC – 612 Communication Planning and Management

Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 1 printed page.
- Don't write anything on the Question Paper except writing your Enrolment No.

Section I

(Maximum Marks: 25)

Q1. Fill in the blanks:

- (a) Press release is a _____ for journalist/sub-editor. (1)
- (b) Nut graph should include _____. (1)
- (c) CAF and PMI stand for _____ and _____. (1)

Q2. Critically evaluate Mark Knap's interpersonal relationship model. (7)

Q3. Explain issues and challenges in community participation? How will you ensure community ownership. (Answer in detail). (15)

Section II

(Maximum Marks: 25)

Q4. What are 7 Cs in message development? (2)

Q5. Comment on the effectiveness of Theory of Planned Behaviour for Behaviour change. (4)

Q6. What is the importance of formative research in Behaviour change? Please explain by giving example. (4)

Q7. Which communication strategy works best for changing the behaviour of decision-makers. Pls elaborate on its key components by giving examples (8)

Q8. How and when will you decide to use P Process framework. Elaborate with relevant examples. (7)