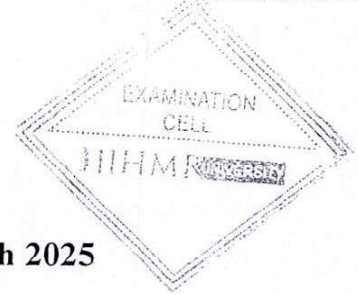


IIHMR UNIVERSITY
Institute of Health Management Research
MBA Hospital and Health Management
Batch-29th (2024-2026)

Enrolment No.:



First Year, Term 2, End Term Examinations, March 2025

CC – 612 Communication Planning and Management

Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 2 printed pages.
- Don't write anything on the Question Paper except your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. Write down the full form and state True & False for the following (1 mark each):

- a) Group Think is good in an organization
- b) Grapevine can be used by Manager
- c) Feedback is possible in Public Speaking
- d) Proxemics is the study of clothing
- e) Haptics is the study of personal space

Part B

(Maximum Marks: 15)

Answer the following questions (5 marks each):

Q2. Explain with examples (Any two)

- a) IEC
- b) Edutainment
- c) Pre-testing
- d.) Use of social media for behaviour change

Q3. Your organization you have joined is working on climate change. They have asked you to develop an advocacy plan based on some framework. Pls share the framework with its components.

OR

How can behaviourist approach be used for bringing change in behaviour change?

Q4. Write essential components of a memo.

Part C**(Maximum Marks: 30)**

Answer the following questions in detail (Q5 – 7 marks Q6 – 8 marks and Q7 – 8 marks Q8 – 7 marks):

- Q5. Elaborate a behaviour change theory by explaining its components with examples for any hospital or health issue.
- Q6. Use of plastics at the household level is posing a big health challenge. Pick up an area where you would want to bring a change in behavior regarding its use. Apply BEHAVE framework and explain the use in addressing plastic use.
- Q7. Define main parts of a good Report.
- Q8. Write a press release on any issue related to your field.

