

School of Business

Department of Business

Mid Term Examination

Exam Date: 30 Sep 2023

Time : 90 Minutes

Marks : 50

Sem IX - MBHC6007 - Health Communication Planning and Management

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Explain the importance of designing a health communication strategy for public health initiatives. K2 (2)
- 2) What are the key steps in the process of developing a health communication campaign? K1 (3)
- 3) Explain intra-personal communication, and why is it important K2 (4)
- 4) Explain mass communication, and how does it differ from other forms of communication K2 (6)
- 5) Apply the concept of cultural competence when designing a health communication strategy for a multicultural audience. K3 (6)
- 6) Identify why is the evaluation phase critical in communication planning, and what methods and metrics can be used to assess the success of communication efforts? K3 (9)
- 7) Dissect why budgeting is important in communication planning, and how does it ensure that resources are allocated effectively to achieve communication goals? K4 (8)
- 8) Dissect how can training in health communication contribute to better patient-provider interactions and improved health outcomes? K4 (12)

OR

Analyze why community participation is crucial in the development and implementation of a health communication strategy, and how can healthcare organizations engage communities effectively K4 (12)