

ADMISSION NUMBER									

School of Business

Integrated Bachelor of Business Administration - Master of Business Administration
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem IX - MBHC6007 - Health Communication Planning and Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) What role does cultural competence play in health communication? K1 (2)
- 2) Outline intra-personal communication benefit an individual's personal and professional life? K2 (4)
- 3) Summarize the challenges and ethical dilemmas associated with mass communication, such as issues related to fake news, privacy, and media manipulation? K2 (6)
- 4) Solve how can technology be leveraged to enhance the symposium experience in healthcare K3 (9)
- 5) Identify the meaning of symposium and mention the purpose, key steps in organizing the healthcare symposium K3 (9)
- 6) Explain audience segmentation in the context of health communication, and why is it important? K5 (10)
- 7) Categorize the Purpose, classification, characteristics of good AV used in multispeciality hospital K4 (12)
- 8) Evaluate the role of monitoring and evaluation play in resource utilization within a health communication strategy, and how can organizations use data and feedback to optimize resource allocation and improve communication efficiency? K5 (15)
- 9) Recommend why is efficient resource utilization essential when designing a health communication strategy, and how can organizations ensure that resources are allocated effectively to maximize the impact of their efforts? K5 (15)
- 10) Compile some examples of how social media can be used for public health campaigns and disease prevention and how to measure the effectiveness of their social media efforts in terms of patient engagement and education? K6 (18)