

Master of Business Administration (CBCS and Old Pattern) Fourth Semester Old+CBCS
**MBA246E / Paper-SP05-PCB4EE5 - Health Communication : Development
& Dissemination (Health Care Management)**

P. Pages : 1

Time : Three Hours



GUG/W/18/10748

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

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| 1. | What is Health communication? Describe interpersonal communication and inter-cultural communication in detail. | 14 |
| 2. | What is Health ethics? Explain mass media health images in detail. | 14 |
| 3. | Describe health communication in detail for AIDS Awareness and smoking cessation. | 14 |
| 4. | Discuss the process of planning, delivering and evaluating health information & disease prevention campaigns. | 14 |
| 5. | Describe health care delivery systems in detail. | 14 |
| 6. | State the role and importance of health literacy programs and strategies for the awareness of public health. | 14 |
| 7. | What is genetic counselling? State the need of genetic counselling in areas of inherited disorders. | 14 |
| 8. | Describe employer participation for better health care management. | 14 |
| 9. | Discuss the role of mass-media in parenting education. | 14 |
| 10. | Write short notes on any two . | 14 |
| | a) Successful and unsuccessful health communication campaign. | |
| | b) Disease prevention campaigns. | |
| | c) Health policy initiatives. | |
| | d) Dimension of health care communication. | |
