

School of Business

Integrated Bachelor of Business Administration - Master of Business Administration
Semester End Examination - Aug 2024

Duration : 180 Minutes
Max Marks : 100

Sem IX / III - 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) When is the best time to deliver health communication messages for maximum impact? K1(2)
- 2) Demonstrate the development of a social marketing campaign as part of a health communication strategy. K2(4)
- 3) Illustrate the concept of branding in health communication and its role in building trust and recognition. K2(6)
- 4) Construct a sample press release to announce the launch of a new health communication campaign promoting physical activity. K3(9)
- 5) Solve how can organizations use the results of the evaluation phase to make data-driven decisions and improve future communication planning? K3(9)
- 6) Appraise the common types of visual aids used in healthcare industry and explain how visual aids improve patient understanding of medical conditions and treatment options K5(10)
- 7) Inspect how can technology and social media be leveraged to enhance community participation in health communication efforts, and what benefits do these tools offer in terms of engagement and reach? K4(12)
- 8) Determine do video shows contribute to improving patient outcomes and the overall quality of healthcare services and what challenges or limitations are associated with the widespread adoption of video shows in healthcare, and how can they be overcome? K5(15)
- 9) Explain the examples of how video shows are used to train healthcare professionals, such as doctors, nurses, and technicians and how video shows utilized in telemedicine and remote patient monitoring K5(15)
- 10) Discuss the importance of evaluation stage for assessing the effectiveness of a health communication campaign, and what are some key metrics and methods that organizations can use to evaluate their efforts? K6(18)