



SHRI VISHWAKARMA SKILL UNIVERSITY

(A State Skill University, setup by an Act of Legislature in 2016)

188075

Course : PG Diploma in Public Health
Subject : Communications & health Promotions
Subject Code : IDPH-006
Semester : First
Duration : 3 Hours
Maximum Marks : 70

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. **Section A** comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. **Section B** comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled.

Roll Number

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SECTION –A (OBJECTIVE TYPE QUESTIONS)**(10x2=20 Marks)**

1. What are the different types of Communication?
2. What is Planning?
3. How to develop a Message?
4. What process is followed in Communication?
5. Explain the term ICT?
6. What do you mean by Social Marketing?
7. What is Health Communication?
8. What is Participatory model in Communication?
9. What is Effective Communication?
10. Discuss the ongoing efforts of ICT in Health Communication?

SECTION –B (ESSAY TYPE QUESTIONS)**(5x10=50 Marks)**

1. Explain different strategies to improve Health Communication.
2. Discuss the Barriers of Effective Health Communication?
3. Explain different theories of effective Communication.
4. Discuss in detail how to develop a Message?
5. What do you mean by Mass Communication? Also explain the strategies used in Mass Communication.
6. What do you understand by application of ICT in strengthening Health Information System?
7. Discuss the Target Free Communication approach.
8. Define Health Communication. Why it is necessary? What are its Functions?

-----End of Paper-----