

Question Paper

Exam Date & Time: 29-Dec-2020 (02:30 PM - 04:30 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER MASTER OF PUBLIC HEALTH (EPIDEMIOLOGY / MATERNAL & CHILD HEALTH / GLOBAL HEALTH / HEALTH POLICY) DEGREE EXMINATIONS-DECEMBER 2020
SUBJECT: MPH 673: PRINCIPLES OF COMMUNICATION
(REGULARS)

Marks: 50

Duration: 120 mins.

Answer all the questions.

- 1) Outline the components of a feature in a newspaper. Write a 400 word feature on a health topic for a newspaper of your choice (10)
- 2) Describe the significance of developing an advocacy strategy (10)
- 3A) Indicate the various techniques to assess program and provider needs for behaviour change in health (5)
- 3B) Outline the components of communication designed for decision makers (5)
- 3C) Differentiate Social and Behaviour Change Communication and conventional communication (5)
- 3D) Explain the Delphi technique and its use in building consensus (5)
- 3E) Describe the role of public speaking as a powerful and persuasive tool in healthcare marketing (5)
- 3F) Discuss the role of social media for effective health communication (5)

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