

Question Paper

Exam Date & Time: 22-Dec-2021 (10:00 AM - 01:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

FIRST SEMESTER MASTER OF PUBLIC HEALTH DEGREE EXAMINATIONS - DECEMBER 2021
SUBJECT: MPH 532 - PRINCIPLES OF COMMUNICATION
(BLOCK - III - EPIDEMIOLOGY/MATERNAL AND CHILD HEALTH/HEALTH POLICY/GLOBAL HEALTH)

Marks: 60

Duration: 180 mins.

Answer all the questions.

- | | | |
|-----|---|------|
| 1A) | Identify various elements involved in the process of communication. Explain their importance. | (10) |
| 1B) | Identify the differences between transformational and transactional leadership techniques of Technical writing. | (10) |
| 2A) | Write briefly Pathos in Communication. | (5) |
| 2B) | Explain Role of Opinion Leaders in changing the society. | (5) |
| 2C) | Write briefly about Television advertisements on Following Traffic Rules. | (5) |
| 2D) | Write a press release detailing about the awareness campaign related to the need of waste segregation. | (5) |
| 2E) | Role of Body language in Public Speaking. | (5) |
| 2F) | Write Briefly about importance of 'Feedback' in leadership communication. | (5) |
| 2G) | Explain the techniques adopted in Short film "Smile Pinky' in.spreading awareness. | (5) |
| 2H) | Write briefly on Challenges of consensus building. | (5) |

-----End-----