

Question Paper

Exam Date & Time: 02-Mar-2021 (02:30 PM - 04:30 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER MASTER OF PUBLIC HEALTH (MATERNAL & CHILD HEALTH / HEALTH POLICY) DEGREE
EXAMINATIONS - MARCH 2021
SUBJECT: MPH 673: PRINCIPLES OF COMMUNICATION

Marks: 50

Duration: 120 mins.

Answer all the questions.

- 1) Describe the various techniques to assess the communication needs of the community. (10)
- 2) Describe the functions of mass media. (10)
- 3) Examine the Leadership Qualities. (5)
- 4) Identify the importance of Non Verbal Communication. (5)
- 5) Explain how to overcome nervousness while addressing public. (5)
- 6) Describe Press Release. Prepare a Press Release for an event you intend to organize. (5)
- 7) Explain the various techniques to understand the needs of the target group for adopting delivery of SOCO. (5)
- 8) Outline the important components of healthcare communication. (5)

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