

Your Roll Number.....

SCHOOL OF CHEMICAL AND LIFE SCIENCES
M.Sc. CLINICAL RESEARCH

SEMESTER-III, EXAMINATION-2023

PAPERCODE: MCR SEC 02

PAPERTITLE: Health Communication

Time: 1.25Hrs

Maximum Marks: 30

Write the roll number at the top immediately on receipt of this question paper. Attempt all questions. All parts of a question must be attempted in continuation. Start answer of a fresh question on a new page. Cite examples whenever necessary

- Q 1. Define the following:
- a. Community mobilization
 - b. Health communication
 - c. Two way communication
 - d. Public advocacy
 - e. Constituency relations
 - f. Public relations
 - g. Interpersonnel communications
 - h. Public advocacy *affairs*

[1x8=8]

Bhargava
7/12/2023

- Q 2. Explain the key communication tools and channels in professional communication.

OR

Write a note on key audiences of professional medical communications.

[10]

- Q 3. Discuss the importance of health communication.

OR

Elaborate the health infrastructure in India.

[12]