

**NATIONAL INSTITUTE OF PUBLIC HEALTH TRAINING AND RESEARCH,  
MUMBAI**

**Post Graduate Diploma in Hospital Management (PGDHM) Batch: 2024-25  
Second Semester Examination**

**PAPER–VII (Elective 2.1)**

**Health Communication & Counselling**

Date: 17/03/2025

Time: 11:00 AM to 01:00 PM (02 Hours)

Total Marks: 50

Credit: 2.0

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**Q: 1) Descriptive Question (Attempt any two) 20 Marks**

- a) What is the IEC (Information, Education and Communication) activities used in healthcare?
- b) Define counselling, and what are the different skills and techniques used for counselling in healthcare settings?
- c) What is the concept of social and behavioral change in communication?

**Q: 2) Write in Brief (Attempt any three) 15 Marks**

- a) How does medical communication works in Hospital?
- b) What are the qualities of a good healthcare counselor?
- c) Models of Health Communication.
- d) Importance of Public Relation Officer in a Hospital Management.
- e) Role of counsellor in HIV/AIDS patient's treatment

**Q: 3) Short Notes (Attempt any three) 15 Marks**

- a) Process of behaviour change?
- b) Role of influencers in contraception acceptance.
- c) 7 C's of Communication
- d) What is the role of WHO in promoting health?
- e) Benefits of intrapersonal communication

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