MAY 2025 **P/ID 36810/PJO2K**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Communication planning.
2. Brand Communication
3. Hazard Assessment
4. Risk perception
5. Multi-Step Flow model.
6. Network Analysis
7. Message Content
8. Audience Reach
9. Information Campaigns
10. Online Metrics
11. Safety Measures
12. Campaign Tools

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What is the role of strategic communication in public health?

14. How does the network approach enhance campaign planning?

15. Discuss the importance of audience reach in campaigns.

16. What are the basics of crisis communication guidelines?

17. Explain the concept of hazard mitigation in risk messaging.

18. How does message content affect campaign outcomes?

19. What is the purpose of toolbox thinking in communication?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Describe the categorization of strategies in communication planning.

21. Discuss the role of psychological factors in shaping risk perceptions.

22. Explore the significance of safety measures in risk communication.

23. Analyze the impact of message content on audience engagement.

24. Outline the applications of strategic communication in digital marketing.

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