

SDE

KATHMANDU UNIVERSITY  
End Semester Examination  
March, 2024

Marks Scored:

Level : BHI

Year : I

Course : HIMS 102

Semester : I

Exam Roll No. :

Time: 30 mins.

F. M. : 10

Registration No.:

Date 24 MAR 2025

SECTION "A"

[20 Q. × 0.5 = 10 marks]

Select and encircle the best alternative for each of the questions.

1. What is a major benefit of shared decision-making (SDM) in healthcare communication?
  - a. Reducing medical costs
  - b. Increasing patient awareness and involvement
  - c. Eliminating the need for second opinions
  - d. Replacing clinical guidelines with patient choices
2. Low health literacy can lead to:
  - a. Better treatment adherence
  - b. Increased medication errors
  - c. Improved healthcare access
  - d. Faster recovery
3. According to the Elaboration Likelihood Model (ELM), which type of processing is likely to lead to long-term attitude change?
  - a. Peripheral route processing
  - b. Superficial processing
  - c. Central route processing
  - d. Passive learning
4. What percentage of premature death is attributed to behavior?
  - a. 10%
  - b. 30%
  - c. 40%
  - d. 50%
5. What is an essential element for clear health communication, particularly for individuals with low health literacy?
  - a. Use of medical jargon
  - b. Short and simple messages
  - c. Highly technical explanations
  - d. Emphasizing professional authority
6. Why is clear communication important in health informatics?
  - a. Reduces data errors and improves outcomes
  - b. Increases paperwork complexity
  - c. Slows down medical processes
  - d. Benefits only doctors, not patients
7. Which theory explains how people resist persuasive messages through prior exposure to counterarguments?
  - a. Social Cognitive Theory
  - b. Inoculation Theory
  - c. Transactional Model of Communication.
  - d. Extended Parallel Process Model
8. Which law protects patient health information in the U.S.?
  - a. HIPAA
  - b. GDPR
  - c. WHO guidelines
  - d. OSHA
9. Which strategy is most effective for engaging adolescents in health promotion campaigns?
  - a. Providing educational booklets
  - b. Using peer influencers and social media
  - c. Restricting access to unhealthy choices
  - d. Implementing strict health policies
10. SBAR stands for:
  - a. Situation, Background, Assessment, Recommendation
  - b. Standard, Behavior, Analysis, Reporting
  - c. Systematic, Biometric, Assessment, Record
  - d. Schedule, Backup, Analysis, Response

11. What is the primary function of health literacy in communication?
  - a. Ensuring patients strictly follow medical orders
  - b. Enhancing understanding and informed decision-making
  - c. Limiting patients' autonomy in treatment choices
  - d. Reducing the role of healthcare providers in patient education
  
12. A barrier to interdisciplinary communication is:
  - a. Open dialogue
  - b. Hierarchical structures
  - c. Regular team meetings
  - d. Shared decision-making
  
13. What is the key difference between risk communication and crisis communication in healthcare?
  - a. Risk communication is proactive, while crisis communication is reactive
  - b. Crisis communication is used for health education, while risk communication is only for emergencies
  - c. Risk communication is legally mandated, while crisis communication is optional
  - d. Both focus exclusively on medical professionals
  
14. Which EHR component enhances patient safety?
  - a. Voice recordings
  - b. Automatic drug interaction alerts
  - c. Hiding patient history
  - d. Increasing paper prescriptions
  
15. What is a major barrier to effective health communication in multicultural communities?
  - a. High costs of healthcare services
  - b. Differences in language and cultural beliefs
  - c. Limited availability of health insurance
  - d. Excessive reliance on technology
  
16. The biggest factor affecting communication in multicultural populations is:
  - a. Language and cultural barriers
  - b. Use of technology
  - c. Government policies
  - d. Economic status
  
17. According to health communication principles, what is the most important factor in evaluating the success of a health campaign?
  - a. Number of materials distributed.
  - b. Behavior change among the target audience
  - b. Social media engagement
  - d. The duration of the campaign
  
18. Which skill is most essential for effective health informatics professionals?
  - a. Data analysis
  - b. Empathy and communication
  - c. Advanced programming.
  - d. Laboratory testing
  
19. What is the purpose of pretesting health communication materials?
  - a. To ensure messages are culturally appropriate and understandable
  - b. To comply with government regulations
  - c. To increase production costs
  - d. To delay campaign implementation
  
20. Which of the following is **NOT** a patient-centered communication technique?
  - a. Active listening
  - b. Open-ended questions
  - c. Using complex medical jargon
  - d. Involving patients in decision-making

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End Semester Examination  
March, 2025

SBE

Level : BHI  
Year : I  
Time : 2 hrs. 30 mins.

24 MAR 2025

Course : HIMS 102  
Semester : I  
F. M. : 40

SECTION "B"

[2 Q. × 8 = 16 marks]

Attempt *ANY TWO* question.

1. A hospital has implemented a new EHR system that sends automatic alerts for potential medication interactions. However, due to a system error, some alerts are not triggering for high-risk patients, which could result in severe drug interactions.
  - a. Identify possible causes of this technical failure.
  - b. Propose a step-by-step solution to resolve the issue.
2. A public health department launched an anti-obesity awareness campaign through digital platforms. However, a technical mistake in data processing led to the publication of incorrect dietary guidelines, which confused the audience and caused backlash from healthcare professionals.
  - a. Analyze the impact of misinformation in health communication.
  - b. Suggest a corrective communication strategy to rebuild public trust.
3. If you were tasked with designing a nationwide campaign to improve health literacy in Nepal, what innovative strategies would you use to reach rural communities with limited access to technology?

SECTION "C"

[6 Q. × 4 = 24 marks]

Attempt *ANY SIX* question.

4. Define Collaborative Communication and explain its importance in healthcare. How does cultural competence impact healthcare communication?
5. What are the key techniques of patient-centered communication? What role does active listening play in Interpersonal communication?
6. Why is cultural sensitivity an essential part of ethical communication? What steps can be taken to ensure patient confidentiality?
7. Explain why individual behaviour is crucial in determining health outcomes. What role does health communication play in public health in Nepal?
8. How does the Shared Decision-Making (SDM) model improve patient outcomes in healthcare communication?
9. What key techniques can healthcare providers use to enhance communication with low-literacy populations?
10. Explain the role of digital and social media in modern health communication strategies.
11. What role does electronic health record (EHR) documentation play in enhancing written communication? How can active listening improve oral communication in healthcare settings?