

[KZ 1011]

Sub. Code: 3078

**M.Sc (MEDICAL SOCIOLOGY) DEGREE EXAMINATION
FIRST YEAR**

(For candidates admitted from 2010-2011 session onwards)

PAPER VIII – HEALTH EDUCATION AND PUBLIC HEALTH PROMOTION

Q.P. Code : 283078

**Time : 3 hours
(180 Min)**

Maximum : 100 marks

Answer ALL questions in the same order.

I. Elaborate on :

	Pages (Max.)	Time (Max.)	Marks (Max.)
1. The involvement of health education with committees.	17	40	20
2. Any five methods and media used for communicating health message.	17	40	20

II. Write notes on :

1. Principles of health education.	4	10	6
2. Changes of behaviour in health education.	4	10	6
3. News papers in communicating health message.	4	10	6
4. Formal and In-formal gatherings.	4	10	6
5. Purpose of counseling.	4	10	6
6. The role of local organization.	4	10	6
7. Process of planning in primary health centre.	4	10	6
8. Discussion groups.	4	10	6
9. Organizing health campaign.	4	10	6
10. The objectives to decide on communication or promotion.	4	10	6

[LB 1012]

OCTOBER 2012

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Answer ALL questions in the same order.

I. Elaborate on :

**Pages Time Marks
(Max.)(Max.)(Max.)**

- | | | | |
|--|----|----|----|
| 1. Define Communication. Illustrate the various methods and Medias of communication. | 17 | 40 | 20 |
| 2. Explain in details about the Health Education in primary Health care. | 17 | 40 | 20 |

II. Write Notes on :

- | | | | |
|--|---|----|---|
| 1. Social Marketing. | 4 | 10 | 6 |
| 2. Efficient communication modalities. | 4 | 10 | 6 |
| 3. Culture Perpetuation. | 4 | 10 | 6 |
| 4. Behavior change. | 4 | 10 | 6 |
| 5. Involvement of opinion leaders. | 4 | 10 | 6 |
| 6. Promotional Activities. | 4 | 10 | 6 |
| 7. Rules of counselling. | 4 | 10 | 6 |
| 8. Health Education Principles. | 4 | 10 | 6 |
| 9. Self Help Group. | 4 | 10 | 6 |
| 10. Role play. | 4 | 10 | 6 |
