

September 2008

[KT 238]

Sub. Code: 3055

M.Sc (MEDICAL SOCIOLOGY) DEGREE EXAMINATION

FIRST YEAR

(For candidates admitted from 2007-2008 onwards)

Paper V – HEALTH EDUCATION AND PUBLIC HEALTH PROMOTION

Q.P. Code : 283055

Time : Three hours

Maximum : 100 marks

Answer All questions.

I. Essays :

(2 x 20 = 40)

1. Explain the importance of public health education programmes in our country and prepare an action plan for a public health education programmes on awareness about blood donation.
2. Describe the nature and role of communication and its effect in community health education.

II. Write notes on :

(10 x 6 = 60)

1. Opinion leaders in public health education process.
2. CASOMAR.
3. Differences between the Camp and Campaign.
4. Health education in an industrial organization.
5. Demonstration in Public Health Education.
6. Life style studies.
7. Role of Local Organizations in Health Education
8. Health Educator.
9. Self help groups.
10. CASM Communication.

March 2009

[KU 238]

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Maximum : 100 marks

Draw suitable diagram wherever necessary.

Answer ALL questions.

I. Essays:

(2 x 20 = 40)

1. What is social marketing and explain how the social marketing process can help the community to lead healthy life?
2. What are the communication methods you use to communicate a health message? Explain with an example.

II. Write Short Notes on :

(10 x 6 = 60)

1. Comparison between the health education and social marketing.
2. The group training session.
3. Prerequisites to efficient communication on health message.
4. A short note on the health team.
5. The community health community.
6. Culture and its effect on social marketing.
7. CASM and participatory Research.
8. Role of counseling.
9. Health Education in Industrial site.
10. Survey in primary health care.

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Maximum : 100 marks

Draw suitable diagram wherever necessary.

Answer ALL questions.

I. Essays:

(2 x 20 = 40)

1. Explain the principles of health education and discuss on the role of health education and health educator.
2. What are the communication methods you use to communicate a health message? Explain with an example.

II. Write Short Notes on :

(10 x 6 = 60)

1. The group training session.
2. Prerequisites to efficient communication on health message.
3. A short note on the health team.
4. The community health community.
5. Culture and its effect on social marketing.
6. Role of counseling.
7. Health Education in Industrial site.
8. CASOMAR
9. Survey in primary health care.
10. Life style studies.

September 2010

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Maximum : 100 marks

Draw suitable diagram wherever necessary.

Answer ALL questions.

I. Essays:

(2 x 20 = 40)

1. “Encouraging physical activity for life” – What are the various methods you would use to ensure behaviour change in the large majority of the population? Discuss advantages and constraints of each.
2. Plan for health education towards “Sustaining a clean and safe environment” in a chosen slum – Enlist the stages in planning. Provide an action plan.

II. Write Short Notes on :

(10 x 6 = 60)

1. Enlist principles of health education.
2. Importance of “Feedback” in communication.
3. What are “Listening skills” essential for good communication?
4. Who forms the health team? What is the role of each in health education?
5. Discuss the “Content” of health education to construction workers.
6. Importance of “Advocacy” in behaviour change communication.
7. Demonstration – Steps to be followed and context where it is most appropriate.
8. Discuss the PRECEDE model in social marketing.
9. Discuss briefly qualitative methods for studying culture.
10. How would you evaluate a culturally adapted social marketing communication?

May 2011

[KY 238]

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Q.P. Code : 283055

Time : Three hours

Maximum : 100 marks

Answer All questions.

I. Elaborate on :

(2 x 20 = 40)

1. What are the rules for counseling and explain in detail the purpose of counseling in HIV testing centres.
2. What is the role of opinion leaders in promotion of socially desirable behaviour changes and how would you ensure their participation?

II. Write notes on :

(10 x 6 = 60)

1. Principles of health education.
2. Monitoring and evaluation of Culturally Adapted Social Marketing (CASM) communication.
3. How does health education help people to lead healthier lives?
4. Life style studies.
5. Give the various types of media and the advantages and disadvantages of each of them in communicating health message.
6. Define social marketing. What is the role of social marketing in health promotion?
7. What is planning? Give suitable examples to bring out the importance of collecting information and understanding problems before drawing out a plan for health education.
8. Intersectoral co-ordination groups in giving health education.
9. Health education with formal groups.
10. Advisory and Planning Boards.
