

[LB 1012]

OCTOBER 2012

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

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|--|----|----|----|
| 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 :

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| 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 |
