

[LD 1013]

OCTOBER 2013

Sub. Code: 3088

M.Sc., (MEDICAL SOCIOLOGY) DEGREE EXAMS
(NEW REGULATION)

FIRST YEAR

PAPER VIII – HEALTH EDUCATION AND PUBLIC HEALTH
PROMOTION

Q.P. Code: 283088

Time: Three hours

Maximum: 100 Marks

Answer All questions

I Elaborate on:

(2x20 =40)

1. Explain the principles of health education and discuss on the role of health education and health educator?
2. The various types of media and discuss the advantages and disadvantages of each of them in communicating health message?

II. Write Notes on :

(10 x 6= 60)

1. Discussion groups.
2. Rules for counseling?
3. The group training session?
4. Health education in industrial site?
5. Organizing a health campaign?
6. The community health committee?
7. Pre-requisites to efficient communication on health message?
8. Inter sectoral co-ordination groups in health education?
9. Culture and its effect on social marketing?
10. How would you evaluate a culturally adapted social marketing in communication ?
