

**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 : Three 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. The involvement of health education with committees.              | 17 | 40 min. | 20 |
| 2. Any five methods and media used for communicating health message. | 17 | 40 min. | 20 |

**II. Write notes on :**

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

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

**II. Write Notes on :**

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

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