

[LN 1018]

OCTOBER 2018

Sub. Code: 3088

**M.Sc. MEDICAL SOCIOLOGY EXAMS
FIRST YEAR
PAPER VIII – HEALTH EDUCATION AND PUBLIC
HEALTH PROMOTION**

Q.P. Code: 283088

Time: Three hours

Maximum: 100 Marks

I. Elaborate on: **(2 x 20 = 40)**

1. Elaborate the concept of Health, Illness and Behaviour with examples.
2. How to provide health education to formal and informal groups?

II. Write notes on: **(10 x 6 = 60)**

1. How to help people to lead healthier life?
2. Prerequisites of effective communication.
3. How to provide counselling to an individual?
4. Selecting appropriate methods for health education.
5. What is group – Formal and informal gatherings?
6. The role of local organizations during health education.
7. How to organize a health campaign?
8. Health education at work site.
9. Discuss about Culturally Adapted Social Marketing Research.
10. Communicating the health message.
