

**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time: Three Hours**

**Maximum: 60 marks**

**Answer ALL questions**

**All questions carry equal marks**

1. What are the principles of communication? What are the factors which influence communication?
2. Write briefly about:
  - a) Pretesting of visual aids.
  - b) Principles in planning OHP Transparencies.
3. Discuss the steps involved in the preparation and use of puppets.  
What is the role of traditional media in Health education?
4. Write briefly about:
  - a) Bulletin boards.
  - b) Programmed instruction.
5. How will you counteract to a rumour that condom is promoted under the false threat of “AIDS”?
6. Discuss the stability of different mass communication methods in health education.

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[KI 1579]

APRIL 2003

Sub. Code: 3212

**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time: Three Hours**

**Maximum: 60 marks**

**Answer ALL questions**

**All questions carry equal marks**

1. Describe the objectives and the steps involved in field training.
2. How will you identify the community need pertaining to family welfare services?
3. Define “Media”. Describe the steps involved in the preparation of an aid.
4. How will you counteract to a rumour that condom is promoted under the false threat of “AIDS”?
5. Discuss the advantage of the overhead projector over the other projectional aids in health education.
6. Write briefly about:
  - a) Programmed instructions.
  - b) Bulletin boards.

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[KJ 1579]

OCTOBER 2003

Sub. Code: 3212

**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

*Q.P. Code : 363212*

**Time: Three Hours**

**Maximum: 60 marks**

**Sec. A & B : Two hours  
and fifty minutes**

**Sec. A & B : 50 marks**

**Sec. C : Ten minutes**

**Sec. C : 10 marks**

**Answer Sections A & B in the SAME Answer book.**

**Answer Sections C in the answer sheet provided.**

**Answer ALL questions.**

**SECTION – A**

1. Define communication and explain its process and application in Health Education. (15)
2. Differentiate between education and training.  
Discuss the concepts and administrative considerations in training. (15)

**SECTION – B**

3. Write short notes on : (4 x 5 = 20)
  - a) Classification of media.
  - b) Mass communication media as a special instrument.
  - c) Flannel board.
  - d) Traditional media.

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**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time: Three Hours**

**Maximum: 60 marks**

**Sec. A & B : Two hours  
and forty five minutes**

**Sec. A & B : 45 marks**

**Sec. C : Fifteen minutes**

**Sec. C : 15 marks**

**Answer Sections A & B in the SAME Answer book.**

**Answer Sections C in the answer sheet provided.**

**Answer ALL questions.**

**SECTION – A**

1. Define exhibition. How will you plan and organize an health exhibition in your Institution and evaluate the same. (15)

**SECTION – B**

2. Write short notes on SIX of the following : (6 x 5 = 30)
- a) Role play.
  - b) Non projected health education aids.
  - c) What are the models of health education and describe the motivation model.
  - d) Regulatory approach in health education.
  - e) Health education media for a rural population.
  - f) Programmed instruction.
  - g) Principles and steps in preparation of lesson plan.

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[KL 1579]

AUGUST 2004

Sub. Code: 3212

**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time: Three Hours**

**Maximum: 60 marks**

**Sec. A & B : Two hours  
and forty five minutes**

**Sec. A & B : 45 marks**

**Sec. C : Fifteen minutes**

**Sec. C : 15 marks**

**Answer Sections A & B in the SAME Answer book.**

**Answer Sections C in the answer sheet provided.**

**Answer ALL questions.**

**SECTION – A**

1. Describe how you will utilize the various communication methods in organizing Pulse polio immunisation in a primary health centre. (15)

**SECTION – B**

2. Write short notes on any SIX of the following : (6 x 5 = 30)
- a) Traditional media.
  - b) Health exhibition.
  - c) Slide projector.
  - d) Role of newspaper in health education.
  - e) Crowd and Mobs.
  - f) Film shows in communication.
  - g) Advantages of mass communication.

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[KM 1579]

FEBRUARY 2005

Sub. Code: 3212

**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time: Three Hours**

**Maximum: 60 marks**

**Sec. A & B : Two hours  
and forty five minutes**

**Sec. A & B : 45 marks**

**Sec. C : Fifteen minutes**

**Sec. C : 15 marks**

**Answer Sections A & B in the SAME Answer book.**

**Answer Sections C in the answer sheet provided.**

**Answer ALL questions.**

**SECTION – A**

1. Discuss the methods of mass communication and their use in health education. (15)

**SECTION – B**

2. Write short notes on any SIX of the following: (6 x 5 = 30)

- a) Classification of media.
- b) Flannel board.
- c) Steps in field training.
- d) Role of play.
- e) Projected aids.
- f) Mass psychology.
- g) Barriers in communication.

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[KO 1579]

MARCH 2006

Sub. Code: 3212

**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time: Three Hours**

**Maximum: 60 marks**

**Sec. A & B : Two hours  
and forty five minutes**

**Sec. A & B : 45 marks**

**Sec. C : Fifteen minutes**

**Sec. C : 15 marks**

**Answer Sections A & B in the SAME Answer book.**

**Answer Sections C in the answer sheet provided.**

**Answer ALL questions.**

**SECTION – A**

1. There is high prevalence of hookworm anaemia in a village “A”.  
How will you plan, organize and evaluate the health education programme  
for prevention and control. (15)

**SECTION – B**

2. Write short notes on: (6 x 5 = 30)
- a) Varieties of group discussion.
  - b) Models of health education.
  - c) Symposium.
  - d) Group dynamics.
  - e) Training process and its evaluation.
  - f) Various steps in using the health education.

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[KW 1579]

MARCH 2010

Sub. Code: 3212

**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time: Three Hours**

**Maximum: 60 marks**

**Answer ALL questions**

**I. Essays:**

**(2 x 10 = 20)**

1. Define communication. Discuss the different models of communication process.  
Add a note on behaviour change communication.
2. Classify audiovisuals aids. How will you utilize these aids in the health education for the village people about Dengue fever?

**II. Write Short Notes on :**

**(10 x 4 = 40)**

1. Principles in the preparation of posters.
2. Advantages and disadvantages of using black board as teaching media.
3. Folk dance.
4. Principles in planning of exhibition.
5. Case study.
6. Essential elements of mass communications.
7. Response to a rumour.
8. Theories of communication.
9. Pre testing.
10. Qualities of a message.

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**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION****PAPER VI – COMMUNICATION METHODS AND MEDIA****Q.P. Code : 363212****Time: Three Hours****Maximum: 100 marks****Answer ALL questions****I. Elaborate on :**

| Pages<br>(Max.) | Time<br>(Max.) | Marks<br>(Max.) |
|-----------------|----------------|-----------------|
|-----------------|----------------|-----------------|

- |                                                                                                                                         |    |         |    |
|-----------------------------------------------------------------------------------------------------------------------------------------|----|---------|----|
| 1. Classify Audio visual Aids? How will you utilize these aids in Health Education for the village people about mosquito borne disease? | 17 | 40 min. | 20 |
| 2. Define Communication and explain its process and its application in Health Education?                                                | 17 | 40 min. | 20 |

**II. Write notes on :**

- |                                                                                            |   |         |   |
|--------------------------------------------------------------------------------------------|---|---------|---|
| 1. Write Briefly on Workshop.                                                              | 4 | 10 min. | 6 |
| 2. Write Briefly on Modular Training.                                                      | 4 | 10 min. | 6 |
| 3. Describe in detail the importance and need of Health Education in Public Health?        | 4 | 10 min. | 6 |
| 4. What are the Barriers in Communication and discuss methods for overcoming the barriers? | 4 | 10 min. | 6 |
| 5. Non Projected Health Education aids?                                                    | 4 | 10 min. | 6 |
| 6. Differentiate between Education and Training?                                           | 4 | 10 min. | 6 |
| 7. Define Panel discussion.                                                                | 4 | 10 min. | 6 |
| 8. Describe Programmed Instructions.                                                       | 4 | 10 min. | 6 |
| 9. Brief on Bulletin Board.                                                                | 4 | 10 min. | 6 |
| 10. Define Health Exhibition.                                                              | 4 | 10 min. | 6 |

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**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION****PAPER VI – COMMUNICATION METHODS AND MEDIA****Q.P. Code : 363212****Time: Three Hours****Maximum: 100 marks****Answer ALL questions****I. Elaborate on :**

| Pages<br>(Max.) | Time<br>(Max.) | Marks<br>(Max.) |
|-----------------|----------------|-----------------|
|-----------------|----------------|-----------------|

- |                                                                                       |    |         |    |
|---------------------------------------------------------------------------------------|----|---------|----|
| 1. Non- projected aids.                                                               | 17 | 40 min. | 20 |
| 2. Principles involved in the selection and preparation of aids for health education. | 17 | 40 min. | 20 |

**II. Write Notes on:**

- |                                                                                    |   |         |   |
|------------------------------------------------------------------------------------|---|---------|---|
| 1. Communication with models.                                                      | 4 | 10 min. | 6 |
| 2. Traditional media in promoting health education.                                | 4 | 10 min. | 6 |
| 3. Selection of channels of communication which leads to success of the programme. | 4 | 10 min. | 6 |
| 4. Mass communication media as a social instrument.                                | 4 | 10 min. | 6 |
| 5. Advantages and disadvantages of different educational methods.                  | 4 | 10 min. | 6 |
| 6. Printed materials and its preparation.                                          | 4 | 10 min. | 6 |
| 7. Process of preparation of media.                                                | 4 | 10 min. | 6 |
| 8. Group approach.                                                                 | 4 | 10 min. | 6 |
| 9. Selection of teaching tools.                                                    | 4 | 10 min. | 6 |
| 10. Scope of communication.                                                        | 4 | 10 min. | 6 |

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[LC 0413]

APRIL 2013

Sub. Code: 3212

**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time: Three Hours**

**Maximum: 100 marks**

**Answer ALL questions**

**I. Elaborate on:**

**(2 x 20 = 40)**

1. Projected aids.
2. Educational methods used to change the modern society.

**II. Write notes on:**

**(10 x 6 = 60)**

1. Channels of communication.
2. Exhibition - the best programme for uneducated mass.
3. Rumour - ways to control it.
4. Mass psychology.
5. Process of preparation.
6. Graphic aids and its principles in preparation.
7. Scope and use of non-projected aids.
8. Slide projector and motion projector.
9. Steps and principals involved in preparing printed materials.
10. Folk songs and folk dance and its uses.

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[LD 1013]

OCTOBER 2013

Sub. Code: 3212

**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time: Three Hours**

**Maximum: 100 marks**

**Answer ALL questions**

**I. Elaborate on:**

**(2 x 20 = 40)**

1. Advantage & disadvantages of teaching methods.
2. Discuss three dimensional aids in detail.

**II. Write notes on:**

**(10 x 6 = 60)**

1. Colloquy & dialogue.
2. Elements of Mass Media.
3. Audience, Crowd, Mob – discuss.
4. Principles of Communications.
5. Block Board, Flannel Board, Bulletin Board (users, advantages, disadvantages).
6. Discuss the advantage of Printed Health Education Materials.
7. Behavior change communication in Family Welfare Motivation.
8. Computer, Communication, and Evaluation of Teaching Aids.
9. Mass Psychology.
10. Power Point Presentation.

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**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time: Three Hours**

**Maximum: 100 marks**

**Answer ALL questions**

**I. Elaborate on:**

**(2 x 20 = 40)**

1. Explain the different models on Communication Process. Discuss any one model with respect of HIV/AIDS Education.
2. Discuss on the Traditional Media in terms of their principles advantages and disadvantages. How will you use the traditional methods to bring down higher order of Birth (Population Control).

**II. Write notes on:**

**(10 x 6 = 60)**

1. Behavior Change Communication.
2. Group discussion and Buzz group.
3. Projected Aids: Role Advantage and Limitations.
4. Pretesting.
5. Compare & Contrast Flash card, Posters, Charts & Graphs.
6. Evaluation of Exhibition.
7. Mass Psychology.
8. 'Structure' & 'Frame of Reference'.
9. Steps & Principles in Planning Projected Aids.
10. Applications of Communication Methods in Health Education.

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**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION**

**NON-SEMESTER**

**(Regulation for candidates admitted from 2011-2012 Session onwards)**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time: Three Hours**

**Maximum: 100 marks**

**Answer ALL questions**

**I. Elaborate on:**

**(2 x 20 = 40)**

1. Define Communication. What are the processes involved in it?  
Discuss in detail the applications of communication in Health Education.
2. What are the important points you will consider while preparing Mass Communication strategies to create awareness? and discuss this with reference to creating awareness for prevention and management of Diabetes and Hypertension in the State of Tamil Nadu.

**II. Write notes on:**

**(10 x 6 = 60)**

1. How will you effectively use Graphic Aids in Communication?
2. What are the important points you will consider while using printed materials?
3. Write briefly on:
  - a) Puppets and its usage in communication.
  - b) Use of Folk Songs in Communication.
4. What is pretesting? Why it is so important? How will pretest printed material?
5. a) What is mass communication?  
b) Mention its uses.
6. Discuss on symposium and Seminar briefly.
7. Advantages and limitations of lecture. Discuss.
8. Write short notes on Classification of Media.
9. What are the techniques of Evaluating an Exhibition?
10. Differentiate: Audience, Mob and Crowd.

[LG 0415]

APRIL 2015

Sub. Code: 3212

**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION**

**NON-SEMESTER**

**(Regulation for candidates admitted from 2011-2012 Session onwards)**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time: Three Hours**

**Maximum: 100 marks**

**Answer ALL questions**

**I. Elaborate on:**

**(2 x 20 = 40)**

1. Discuss in detail projected and non projected Aids.
2. Elaborate on different Health Educational Methods.

**II. Write notes on:**

**(10 x 6 = 60)**

1. Training Evaluation.
2. Role of Folk songs in communication.
3. Types of Group Discussion.
4. Discuss Crowd and mob.
5. Flannel board.
6. Steps involved in printed materials.
7. Barriers in communication.
8. Enumerate the positive and negative factors influencing communication.
9. Traditional Media.
10. Propaganda.

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[LI 0416]

APRIL 2016

Sub. Code: 3212

**DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMINATION  
PAPER VI – COMMUNICATION METHODS AND MEDIA**

**Q.P. Code : 363212**

**Time : Three hours**

**Maximum : 100 Marks**

**I. Elaborate on:**

**(2 x 20 = 40)**

1. Mass Communication Media as a Social instrument.
2. How will you plan an exhibition for the purpose of creating awareness on Prevention and Control of HIV/AIDS?

**II. Write notes on:**

**(10 x 6 = 60)**

1. Publicity and Propaganda.
2. Behavioural Change Communication.
3. Public Opinion.
4. Advantages of Group Discussion.
5. Mention the different types of projected aids, briefly explain any one.
6. Role of Folk songs in Communication.
7. Define and classify Media.
8. Techniques of evaluation of exhibition.
9. Types of Models.
10. Handmade slides Vs Motion film.

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[LJ 1016]

OCTOBER 2016

Sub. Code: 3212

**P.G. DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMS**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time : Three hours**

**Maximum : 100 Marks**

**I. Elaborate on:**

**(2 x 20 = 40)**

1. Describe in detail formal presentation methods of education.
2. Describe the various stages involved in the process of adoption of new ideas and practices.

**II. Write notes on:**

**(10 x 6 = 60)**

1. Panel discussion.
2. Rules in preparing power point presentation.
3. Differentiate between education and training.
4. Non projected health education aids.
5. Budgetary approach in health education.
6. Buzz group.
7. Problem based learning.
8. Focus group discussion.
9. Role of social media in health education.
10. Health promotion in schools.

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[LK 0517]

MAY 2017

Sub. Code: 3212

**P.G. DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMS**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time : Three hours**

**Maximum : 100 Marks**

**I. Elaborate on:**

**(2 x 20 = 40)**

1. Describe in detail about the criteria for selecting appropriate methods and media in health education.
2. Give suggestions for better preparation of Audio Visual aids.

**II. Write notes on:**

**(10 x 6 = 60)**

1. Factors affecting communication process.
2. Proxemic theory of communication distance.
3. Types of Interview.
4. Role play.
5. Buzz session.
6. Types of puppet show.
7. Flash cards.
8. Bulletin board.
9. Ways of bringing behavioral change.
10. Qualities of a leader.

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[LL 1017]

OCTOBER 2017

Sub. Code: 3212

**P.G. DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMS**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time : Three hours**

**Maximum : 100 Marks**

**I. Elaborate on:**

**(2 x 20 = 40)**

1. Discuss on various theories and principles of communication.
2. Describe on various education methods suitable for health promotion and education.

**II. Write notes on:**

**(10 x 6 = 60)**

1. Merits and demerits in using models in health education.
2. Flannel graph.
3. Panel discussion.
4. Types of communication.
5. Group discussion.
6. Graphic aids.
7. Workshop.
8. Mass media.
9. Study kit.
10. Communication barriers.

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[LN 1018]

OCTOBER 2018

Sub. Code: 3212

**P.G. DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMS**  
**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time : Three hours**

**Maximum : 100 Marks**

**I. Elaborate on:**

**(2 x 20 = 40)**

1. Discuss the role of Traditional Media in terms of their principles, advantages and disadvantages. How will you use the traditional methods to bring about family planning awareness among hilly tribes?
2. List the various teaching learning methods. Prepare a lesson plan and discuss the type of teaching learning method employed to teach a group of mothers of under-five children about household management of diarrhoea.

**II. Write notes on:**

**(10 x 6 = 60)**

1. Pretesting of visual aids.
2. Factors which influence communication.
3. Programmed instruction.
4. Role of newspaper in health education.
5. Advantages and disadvantages of using power point as teaching media.
6. Flannel graph.
7. Principles in the preparation of posters.
8. Mass communication media as a social instrument.
9. Evaluation of Exhibition.
10. Steps & Principles in Planning Projected Aids.

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[LO 0519]

MAY 2019

Sub. Code: 3212

**P.G. DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMS**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time : Three hours**

**Maximum : 100 Marks**

**I. Elaborate on:**

**(2 x 20 = 40)**

1. Discuss in detail about principles, advantages and disadvantages of Traditional Media.
2. Define mass communication. Brief about the essential elements and uses of mass Communication.

**II. Write notes on:**

**(10 x 6 = 60)**

1. Role Play.
2. Theories of Communication.
3. Models of health education.
4. Behavior change communication.
5. Buzz group.
6. Demonstration.
7. Media in Health education.
8. Flannel Board.
9. Brain storming.
10. Cone of experience.

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[LP 1019]

OCTOBER 2019

Sub. Code: 3212

**P.G. DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMS**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time : Three hours**

**Maximum : 100 Marks**

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

1. Classify audiovisual aids. How will you utilize these aids in the health education for the village people about water borne diseases?
2. 'Mass communication Media as a Social instrument' – Explain.

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

1. Folk Media.
2. Counteracting rumors.
3. Barriers in Communication.
4. Mass Psychology.
5. Power point presentation.
6. Focus group discussion.
7. Problem based learning.
8. Puppet Show.
9. Channels of Communication.
10. Programmed Instruction.

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**THE TAMIL NADU DR. M.G.R. MEDICAL UNIVERSITY**

**[AHS 0321]**

**MARCH 2021**

**Sub. Code: 3212**

**(OCTOBER 2020 EXAM SESSION)**

**POST GRADUATE DIPLOMA IN HEALTH PROMOTION AND EDUCATION (D.H.P&E)**

**(From 2011-2012 onwards)**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time : Three hours**

**Answer ALL Questions**

**Maximum : 100 Marks**

**I. Elaborate notes on:**

**(2 x 20 = 40)**

1. Define health education. Discuss in detail the principles of health education.
2. Explain mass communication media as a Social instrument.

**II. Write Short Notes on:**

**(10x6 = 60)**

1. Models of health education.
2. Health education of tribal people about COVID-19.
3. Methods of communication.
4. Steps and principles in preparation and use of Flannel Board.
5. Behavior change communication.
6. Advantages and limitations of focus group discussion.
7. Counteracting rumors.
8. Advantages and disadvantages of Problem based learning.
9. Awareness campaign for COVID-19 for health professionals.
10. Principles and steps in preparation of aids.

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**THE TAMIL NADU DR. M.G.R. MEDICAL UNIVERSITY**

**[AHS 0222]**

**FEBRUARY 2022  
(OCTOBER 2021 EXAM SESSION)**

**Sub. Code: 3212**

**POST GRADUATE DIPLOMA IN HEALTH PROMOTION AND EDUCATION (D.H.P&E)  
(From 2011-2012 onwards)  
PAPER VI – COMMUNICATION METHODS AND MEDIA  
Q.P. Code : 363212**

**Time : Three hours**

**Answer ALL Questions**

**Maximum : 100 Marks**

**I. Elaborate notes on:**

**(2 x 20 = 40)**

1. Define communication. Discuss in detail the types of communication and its application in public health.
2. Explain in detail various methods of mass communication and discuss its uses in health education.

**II. Write Short Notes on:**

**(10x6 = 60)**

1. Barriers in communication.
2. Mass psychology- Audience crowd mob.
3. Theories of communication.
4. Definition, advantages and limitations of Flannel board.
5. Behavior change communication.
6. Difference between symposium and panel discussion.
7. Role play.
8. Advantages and disadvantages of problem based learning.
9. Awareness campaign for COVID-19 using traditional media.
10. Audio-visual aids.

**\*\*\*\*\***

**THE TAMIL NADU DR. M.G.R. MEDICAL UNIVERSITY**

**[AHS 1022]**

**OCTOBER 2022**

**Sub. Code: 3212**

**POST GRADUATE DIPLOMA IN HEALTH PROMOTION AND EDUCATION (D.H.P&E)  
(From 2011-2012 onwards)  
PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code : 363212***

**Time : Three hours**

**Answer ALL Questions**

**Maximum : 100 Marks**

**I. Elaborate notes on:**

**(2 x 20 = 40)**

1. Define exhibition. How will you plan and organize a health exhibition in your Institution and evaluate the same?
2. Describe the various stages involved in the process of adoption of new ideas and practices.

**II. Write Short Notes on:**

**(10x6 = 60)**

1. Steps involved in printed materials.
2. 'Structure' and 'Frame of Reference'.
3. Group dynamics.
4. Workshop.
5. Advantages and disadvantages of different educational methods.
6. Qualities of a leader.
7. Graphic Aids in Communication.
8. Advantages and limitations of lecture.
9. Qualities of a message.
10. Power Point Presentation.

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**THE TAMIL NADU DR. M.G.R. MEDICAL UNIVERSITY**

**[AHS 1023]**

**OCTOBER 2023**

**Sub. Code: 3212**

**POST GRADUATE DIPLOMA IN HEALTH PROMOTION AND EDUCATION (D.H.P&E)**

**(From 2011-2012 onwards)**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code: 363212***

**Time : Three hours**

**Answer ALL Questions**

**Maximum : 100 Marks**

**I. Elaborate notes on:**

**(2 x 20 = 40)**

1. Discuss in detail about principles, advantages and disadvantages of Traditional Media.
2. Describe on various education methods suitable for health promotion and education.

**II. Write Short Notes on:**

**(10x6 = 60)**

1. Role of Folk songs in Communication.
2. Evaluation of Exhibition.
3. Study kit.
4. Puppet Show.
5. Advantages and disadvantages of printed materials.
6. Pretesting of visual aids.
7. Health education media for a tribal population.
8. Brain storming.
9. Factors which influence communication.
10. Types of Models.

**\*\*\*\*\***

**THE TAMIL NADU DR. M.G.R. MEDICAL UNIVERSITY**

**[AHS 1024]**

**OCTOBER 2024**

**Sub. Code: 3212**

**POST GRADUATE DIPLOMA IN HEALTH PROMOTION AND EDUCATION  
(D.H.P&E)**

**(From 2011-2012 onwards)**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code: 363212***

**Time: Three hours**

**Answer ALL Questions**

**Maximum: 100 Marks**

**I. Elaborate notes on:**

**(2x20=40)**

1. Discuss in detail about principles, advantages and disadvantages of Traditional Media.
2. Educational methods used to change the modern society.

**II. Write Short Notes on:**

**(10x6=60)**

1. Buzz group.
2. Evaluation of Exhibition.
3. Workshop.
4. Non-projected health education aids.
5. Brain storming.
6. Process of preparation.
7. Selection of teaching tools.
8. Qualities of a message.
9. Response to a rumour.
10. Pre testing.

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**THE TAMIL NADU DR. M.G.R. MEDICAL UNIVERSITY**

**[AHS 1025]**

**OCTOBER 2025**

**Sub. Code: 3212**

**POST GRADUATE DIPLOMA IN HEALTH PROMOTION AND EDUCATION  
(D.H.P&E)**

**(From 2011-2012 onwards)**

**PAPER VI – COMMUNICATION METHODS AND MEDIA**

***Q.P. Code: 363212***

**Time: Three hours**

**Answer ALL Questions**

**Maximum: 100 Marks**

**I. Elaborate notes on:**

**(2x20=40)**

1. Define Communication. Describe in detail about the Communication process, its application in Health Education.
2. Define Media, Classify the types of media. Describe the role of printed materials in health education along with its advantages and disadvantages.

**II. Write Short Notes on:**

**(10x6=60)**

1. Behaviour change communication.
2. Explain Mass psychology in detail.
3. List out the Advantages and limitations of brain storming.
4. Enlist different teaching learning methods. Add note on Group discussion.
5. Define Graphic Aids, its scope and uses.
6. Define Exhibition, enlist the principles of planning and designing visualization.
7. List out the types of models in three dimensional aids. Add a note on Advantages and Limitations.
8. Explain the positive and negative factors influencing communication.
9. Mass communication media as a social instrument.
10. Compare and contrast Seminar Vs Symposium.

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