

May 2011

[KY 238]

Sub. Code: 3055

**M.Sc (MEDICAL SOCIOLOGY) DEGREE EXAMINATION**

**FIRST YEAR**

**(For candidates admitted from 2007-2008 onwards)**

**Paper V – HEALTH EDUCATION AND PUBLIC HEALTH PROMOTION**

***Q.P. Code : 283055***

**Time : Three hours**

**Maximum : 100 marks**

**Answer All questions.**

**I. Elaborate on :**

**(2 x 20 = 40)**

1. What are the rules for counseling and explain in detail the purpose of counseling in HIV testing centres.
2. What is the role of opinion leaders in promotion of socially desirable behaviour changes and how would you ensure their participation?

**II. Write notes on :**

**(10 x 6 = 60)**

1. Principles of health education.
2. Monitoring and evaluation of Culturally Adapted Social Marketing (CASM) communication.
3. How does health education help people to lead healthier lives?
4. Life style studies.
5. Give the various types of media and the advantages and disadvantages of each of them in communicating health message.
6. Define social marketing. What is the role of social marketing in health promotion?
7. What is planning? Give suitable examples to bring out the importance of collecting information and understanding problems before drawing out a plan for health education.
8. Intersectoral co-ordination groups in giving health education.
9. Health education with formal groups.
10. Advisory and Planning Boards.

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