

September 2009

[KV 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

Draw suitable diagram wherever necessary.

Answer ALL questions.

I. Essays:

(2 x 20 = 40)

1. Explain the principles of health education and discuss on the role of health education and health educator.
2. What are the communication methods you use to communicate a health message? Explain with an example.

II. Write Short Notes on :

(10 x 6 = 60)

1. The group training session.
2. Prerequisites to efficient communication on health message.
3. A short note on the health team.
4. The community health community.
5. Culture and its effect on social marketing.
6. Role of counseling.
7. Health Education in Industrial site.
8. CASOMAR
9. Survey in primary health care.
10. Life style studies.
