

September 2010

[KX 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. “Encouraging physical activity for life” – What are the various methods you would use to ensure behaviour change in the large majority of the population? Discuss advantages and constraints of each.
2. Plan for health education towards “Sustaining a clean and safe environment” in a chosen slum – Enlist the stages in planning. Provide an action plan.

II. Write Short Notes on :

(10 x 6 = 60)

1. Enlist principles of health education.
2. Importance of “Feedback” in communication.
3. What are “Listening skills” essential for good communication?
4. Who forms the health team? What is the role of each in health education?
5. Discuss the “Content” of health education to construction workers.
6. Importance of “Advocacy” in behaviour change communication.
7. Demonstration – Steps to be followed and context where it is most appropriate.
8. Discuss the PRECEDE model in social marketing.
9. Discuss briefly qualitative methods for studying culture.
10. How would you evaluate a culturally adapted social marketing communication?
