

**March 2009**

**[KU 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. What is social marketing and explain how the social marketing process can help the community to lead healthy life?
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. Comparison between the health education and social marketing.
2. The group training session.
3. Prerequisites to efficient communication on health message.
4. A short note on the health team.
5. The community health community.
6. Culture and its effect on social marketing.
7. CASM and participatory Research.
8. Role of counseling.
9. Health Education in Industrial site.
10. Survey in primary health care.

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