

September 2008

[KT 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. Essays :

(2 x 20 = 40)

1. Explain the importance of public health education programmes in our country and prepare an action plan for a public health education programmes on awareness about blood donation.
2. Describe the nature and role of communication and its effect in community health education.

II. Write notes on :

(10 x 6 = 60)

1. Opinion leaders in public health education process.
2. CASOMAR.
3. Differences between the Camp and Campaign.
4. Health education in an industrial organization.
5. Demonstration in Public Health Education.
6. Life style studies.
7. Role of Local Organizations in Health Education
8. Health Educator.
9. Self help groups.
10. CASM Communication.
