

[LE 0414]

APRIL 2014

Sub. Code: 3212

**DIPLOMA IN HEALTH PROMOTION
AND EDUCATION EXAMINATION
PAPER VI – COMMUNICATON METHODS AND MEDIA**

Q.P. Code : 363212

Time : 3 hours

Maximum : 100 marks

I. Elaborate on:

(2x20=40)

1. Explain the different models on Communication Process. Discuss any one model with respect of HIV/AIDS Education.
2. Discuss on the Traditional Media in terms of their principles advantages and disadvantages. How will you use the traditional methods to bring down higher order of Birth (Population Control).

II. Write notes on :

(10X6=60)

1. Behavior Change Communication
2. Group discussion and Buzz group
3. Projected Aids: Role Advantage and Limitations.
4. Pretesting
5. Compare& Contrast Flash card, Posters, Charts & Graphs
6. Evaluation of Exhibition
7. Mass Psychology
8. 'Structure' & 'Frame of Reference'
9. Steps & Principles in Planning Projected Aids.
10. Applications of Communication Methods in Health Education.
