

[LH 1015]

OCTOBER 2015

Sub. Code: 3088

**M.Sc., MEDICAL SOCIOLOGY DEGREE EXAMINATION
(NEW REGULATION)**

FIRST YEAR

PAPER VIII – HEALTH EDUCATION AND PUBLIC HEALTH PROMOTION

Q.P. Code: 283088

Time: Three hours

Maximum: 100 Marks

I Elaborate on:

(2x20 =40)

1. Define health education. Elaborate on the role of health education in helping people lead healthier lives with suitable examples.
2. Discuss the involvement of opinion leaders and local organizations in providing health education to the community.

II. Write Short notes on:

(10 x 6=60)

1. How will you organize a health campaign?
2. Health education of self help groups.
3. Differentiate between formal and informal groups.
4. What is the nature and role of communication?
5. Write about the methods to identify the cultural behaviour of a community.
6. What is the role of social marketing in health?
7. Write a note on community health committee.
8. How will you monitor and evaluate Culturally adapted Social Marketing (CASM) promotion activities.
9. Role of case studies in health education.
10. How will you plan and conduct a group training session.
