

THE TAMIL NADU DR. M.G.R. MEDICAL UNIVERSITY

[AHS 0321]

MARCH 2021

Sub. Code: 3212

(OCTOBER 2020 EXAM SESSION)

POST GRADUATE DIPLOMA IN HEALTH PROMOTION AND EDUCATION (D.H.P&E)

(From 2011-2012 onwards)

PAPER VI – COMMUNICATION METHODS AND MEDIA

Q.P. Code : 363212

Time : Three hours

Answer ALL Questions

Maximum : 100 Marks

I. Elaborate notes on:

(2 x 20 = 40)

1. Define health education. Discuss in detail the principles of health education.
2. Explain mass communication media as a Social instrument.

II. Write Short Notes on:

(10x6 = 60)

1. Models of health education.
2. Health education of tribal people about COVID-19.
3. Methods of communication.
4. Steps and principles in preparation and use of Flannel Board.
5. Behavior change communication.
6. Advantages and limitations of focus group discussion.
7. Counteracting rumors.
8. Advantages and disadvantages of Problem based learning.
9. Awareness campaign for COVID-19 for health professionals.
10. Principles and steps in preparation of aids.
