

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

[AHS 1022]

OCTOBER 2022

Sub. Code: 3212

**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 exhibition. How will you plan and organize a health exhibition in your Institution and evaluate the same?
2. Describe the various stages involved in the process of adoption of new ideas and practices.

II. Write Short Notes on:

(10x6 = 60)

1. Steps involved in printed materials.
2. 'Structure' and 'Frame of Reference'.
3. Group dynamics.
4. Workshop.
5. Advantages and disadvantages of different educational methods.
6. Qualities of a leader.
7. Graphic Aids in Communication.
8. Advantages and limitations of lecture.
9. Qualities of a message.
10. Power Point Presentation.
