



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Sc. DEGREE EXAMINATION - MEDICAL SOCIOLOGY.**

**THIRD SEMESTER – NOVEMBER 2013**

**SO 3952 - HEALTH COMMUNICATION**

Date : 15/11/2013  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**PART A**

**Answer the following in about 30 words each:**

**(10 x 2=20 marks)**

1. Define communication.
2. What is morbidity?
3. What is meant by interpersonal communication?
4. Differentiate horizontal communication from vertical communication.
5. What is known as 'Freebie'?
6. Differentiate exogenous from endogenous model of communication.
7. Define Mass media.
8. What is health?
9. What is Campaign?
10. State any one use of mass media in health communication.

**PART B**

**Answer any FIVE questions in about 300 words each:**

**(5 x 8=40 marks)**

11. Describe KAP studies in health communication.
12. Discuss the role of print media in health communication.
13. Delineate the channels of mass communication.
14. Briefly discuss the principles of interpersonal communication.
15. Illustrate the relationship between communication and social change.
16. Discuss street theatre and its role in health communication.
17. Explain culture and its role in health.

**PART C**

**Answer any TWO questions in about 1,200 words each:**

**(2 x 20=40 Marks)**

18. Discuss in detail the communication between physician and patient.
19. Elaborate upon radio's role in promoting health awareness.
20. Describe the following campaigns: wall-chart, brochure and street-theatre.
21. Discuss communication and its functions on health.

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