



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – MEDICAL SOCIOLOGY

THIRD SEMESTER – NOVEMBER 2016

SO 3952 - HEALTH COMMUNICATION

Date: 09-11-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART- A

Answer the following in about 30 words each:

(10 x 2=20 marks)

01. Define Culture.
02. What is Health education?
03. Define health.
04. What is meant by interpersonal communication?
05. Write a short note on telemedicine.
06. Define Opinion Leadership.
07. Differentiate exogenous from endogenous model of communication
08. Define Mass media
09. What is the use of pamphlets in health communication?
10. What is Poster campaign?

PART- B

Answer any FIVE questions in about 300 words each:

(5 x 8=40 marks)

11. Describe the functions of health communication.
12. Briefly explain the role of print media in health awareness.
13. Highlight the principles of interpersonal communication
14. What is KAP study in health communication? Explain.
15. Elucidate the communication between non-medical staff and patients.
16. Describe different types of campaigns in health communication.
17. Write a short note on Tele-Medicine, nature and scope.

PART- C

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

(2 x 20=40 Marks)

18. Discuss the different types of communication.
19. How was radio used as an effective medium of communication to spread health awareness? Discuss.
20. Analyse the relationship and communication between nurses and patients.
21. Explain different types of campaigns and highlight their importance.
