

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**Course: M.Voc, Program: Public Health**  
**Subject: Survey Design Methods, Health Communication & Promotion,**  
**Code: P11-808**  
**Semester: I**

**Time: 03 Hours****Max Marks: 35****Instructions to the Students:**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of short answer type. All questions are compulsory. Each question carries 1 marks.
3. Section B comprises 8 long answer type questions out of which students must attempt any 5. Each question carries 5 marks.
4. Do not write anything on the question paper.

Q.No.	SECTION –A (SHORT ANSWER TYPE QUESTIONS)	Marks
1. a.	Explain Planning & write Steps of Planning.	(1)
	b. What are the barriers to effective communication?	(1)
	c. Explain Survey tools.	(1)
	d. Explain Communication strategies for Health Promotion.	(1)
	e. Explain foundation of Health Promotion.	(1)
	f. Explain Social Marketing.	(1)
	g. Explain type of effective communication barrier.	(1)
	h. Write a definition of “Research”.	(1)
	i. What is Risk Communication?	(1)
	j. Explain E-Health Platform	(1)

**SECTION -B (LONG ANSWER TYPE QUESTIONS)**

2. Write a note on Health Promotion. Also explain the current National Health Policy. (5)
3. What is communication? Explain the process, types & barriers. (5)
4. Describe the step involved in Planning & conducting in research Project. Also evaluate the strength & weakness of various data collection method. (5)
5. Write a note on communicable & non communicable diseases with example. (5)
6. Explain the ICT & E Health Platform & Its use. (5)
7. Write a note on Social Marketing with appropriate example. (5)
8. Write short notes any two of the following (5)
  - a. Suicide Patterns
  - b. Behaviors Change Communication
  - c. Sampling Method
9. Explain Health Promotion according to Ottawa Charter. (5)

===END OF PAPER===