

Question Paper

Exam Date & Time: 29-Nov-2018 (02:00 PM - 05:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER MASTER OF PUBLIC HEALTH (EPIDEMIOLOGY/GLOBAL HEALTH/MATERNAL and CHILD HEALTH/ENVIRONMENTAL AND OCCUPATIONAL HEALTH) DEGREE EXAMINATION - NOVEMBER 2018

**SUBJECT: PRINCIPLES OF COMMUNICATION (MPH 623)
(REGULAR)**

Thursday, November 29, 2018 (14.00 - 17.00)

Marks: 70

Duration: 180 mins.

Essays:

- 1) Identify the difference between Verbal and Non Verbal Communication. (10)
- 2) Elaborate on the communication theories established by George Gerbner and Katz and Lazarsfeld. (10)
- 3) Explain how folklore can be effectively used as a medium to promote health messages. (10)
- 4) Identify major problems that surface in promotion of Public Health and explain how it could be resolved with effective help of media messages. (10)

5. Short Notes:

- 5A) Awareness campaign against open defecation (5)
- 5B) Community Radio (5)
- 5C) Everett Rogers (5)
- 5D) Non Verbal Communication (5)
- 5E) Psychological barriers between patient and doctor (5)
- 5F) Health Supplements (5)

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