

Rajiv Gandhi University of Health Sciences

I Semester Master in Public Health Degree Examination – OCT-2019

[Time: 3 Hours]

[Max. Marks: 100]

SOCIAL AND BEHAVIORAL HEALTH

Q.P. CODE: 9764

(QP contains two pages)

Your answers should be specific to the questions asked.

Draw neat, labeled diagrams wherever necessary.

LONG ESSAY

3 X 10 = 30 Marks

1. Report from Bangalore city traffic police shows that in the year 2014, 981 deaths occurred due to road traffic accidents. Almost all cases were due to head injuries. In response to this situation government has decided to make wearing helmets compulsory. Explain health belief model with reference to wearing helmets.
2. Explain social epidemiology of HIV/AIDS.
3. Discuss role of domestic violence in public health.

SHORT ESSAY (Answer any ten)

10 X 05 = 50 Marks

4. Foraging groups have enjoyed generally good nutritional status. Justify.
5. Discuss causality continuum model with suitable example.
6. Present two examples of social network intervention for promoting health.
7. Do you agree that mental health is a public health issue? Justify.
8. Discuss organizational level factors of socio-ecological model.
9. Write a note on social reaction to diseases.
10. "Religious practices do have a role in preventing diseases". Comment.
11. Illustrate with example theory of reasoned action.
12. Illustrate stages of change with sedentary life style as an example
13. Discuss diffusion of innovation with an example.
14. What do you understand by illness behavior? Explain with appropriate example.
15. Gender is an important determinant of health. Justify.

OBJECTIVE TYPE (MCQ's, One word, True/False or One/Two Sentence)

10 X 02 = 20 Marks

16. Social stigma
17. In health belief model a television advertisement or a reminder from a physician to get a mammogram is an example of _____
18. Beliefs about whether key people approve/disapprove of the behavior is:
 - a. Behavioral intention.
 - b. Attitude
 - c. Subjective norm
 - d. Perceived behavioral control.
19. Images of oral cancer on tobacco packets is an example of
 - a. Self liberation
 - b. Self evaluation
 - c. Stimulus control
 - d. Dramatic relief
20. Cultural competencies.
21. Define theory.
22. _____ are building block/ primary elements of a theory.
23. All of the following are true for foraging group except.
 - a. They are nomadic
 - b. Their diets were high in complex carbohydrates and low in fats.
 - c. They suffer from few nutritional deficiencies
 - d. Fertility remain low

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- e. Life expectancy was high.
- 24. Social marketing is distinguished from other planning frameworks by all except
 - a. A commitment not to create satisfying exchanges
 - b. The use of marketing's conceptual framework to design interventions
 - c. A data-based consumer orientation
 - d. Segmentation of populations and careful selection of target audiences.
- 25. Demedicalization of health

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