

**PARUL UNIVERSITY**  
**FACULTY OF APPLIED SCIENCE**  
**M.Sc., Summer 2018-19 Examination**

Semester: 2

Date: 08/04/2019

Subject Code: 11209155

Time: 10:30 am to 01:00 pm

Subject Name: Nutrition- Health Communication

Total Marks: 60

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1. A) Essay type/ Brief note (4x2) (Each of 04 marks) (08)**

- (a) Name all NHC theories and Explain Trans theoretical model with example relevant to nutrition
- (b) Write 4 points on I M techo

**Q.1. B) Answer the following questions (Any two)**

- (a) Short note (Each of 02 marks) (04)
  1. Mention all stages of Health belief model
  2. Mention all stages of Theory of planned behavior
- (b) Short note - Advantage of Face to face communication (04)
- (c) Short note – mention all methods of communication media and explain any four (04)

**Q.2. A) Answer the following questions.**

- (a) Fill in the blanks. (Each of 02 marks) (04)
  1. \_\_\_\_\_ is a systematic approach in solving problems
  2. Face to face communication interacts with \_\_\_\_\_ and \_\_\_\_\_
- (b) Short note - Importance of pre testing a message. (04)

**Q.2. B) Answer the following questions (Any two)**

- (a) Multiple choice questions. (Each of 01 marks) (03)
  1. In which year visual aid had an importance?
 

A) 1950	B) 1947
C) 1960	D) 2000
  2. The \_\_\_\_\_ model describes individuals motivation and readiness to change behavior
 

A) Health Belief model	B) Trans theoretical model
C) Social Cognitive	D) Planned behavior
  3. \_\_\_\_\_ helps in understand cultural social and political behavior
 

A) Qualitative research	B) Quantitative research
C) Formative research	D) Participatory research
- (b) Short note – Diffusion of innovation theory (03)
- (c) Short note – Characteristics of a BCC program (03)

**Q.3. A) Essay type (4x2) (Each of 04 marks) (08)**

- (a) Define NHE and explain the components of Nutrition Health Education Communication in detail.
- (b) Explain Social cognitive theory and give example

**Q.3. B) Answer the following questions (Any two)**

- (a) Short note (Each of 02 marks) (04)
  1. List down benefits of IM TECHO
  2. How media can help in NHE ?
- (b) Short note - Explain Subjective norm in Theory of planned behavior (04)
- (c) Short note - How NHE can make difference in people's life? (04)

**Q.4. A) Answer the following questions.**

(a) Fill in the blanks. (Each of 02 marks)

**(04)**

1. \_\_\_\_\_ method is frequently used for pre testing messages
2. \_\_\_\_\_ is most important component of communication Program

(b) Short note - List down all methods of formative research and explain any one.

**(04)**

**Q.4. B) Answer the following questions (Any two)**

(a) Multiple choice questions. (Each of 01 marks)

**(03)**

1. \_\_\_\_\_ was one of the first theories of Health Behaviors

- A) Planned behavior                      B) Health belief model  
C) Trans theoretical model              D) Social cognitive theory

2. The term social marketing was first introduced in \_\_\_\_\_

- A) 1897    B) 1971  
C) 1991    D) 2003

3. \_\_\_\_\_ are operational form of constructs of a theory

- A) Models    B) Concepts  
C) Constructs    D) Variables

(b) Short note - Explain self efficacy and give on example

**(03)**

(c) Short note – Explain BASNEF model

**(03)**