

PARUL UNIVERSITY
PARUL INSTITUTE OF APPLIED SCIENCES
MID SEMESTER INTERNAL EXAMINATION, MARCH 2020
M.Sc. Nutrition and Dietetics
Semester IV

Paper Name: Nutrition Health Communication
Paper Code: 11209162
Max. Marks: 40

Date: 04/03/2020
Time: 1hr 30min

Instructions:

1. All questions are compulsory and options are given in first and second question only.
 2. Numbers to the right of question indicate the marks of respective questions.
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Q.1 Attempt **any one** question of the following. **(08)**

- (i) List all theories and models of NHC and explain any 2 in detail with a nutrition relevant example
- (ii) Concept of Social Marketing and its uses in NHC

Q.2 Attempt **any three** questions of the following. **(12)**

- (i) Explain method of Individual in-depth interviews
- (ii) TIPS - explain
- (iii) Evaluation of Nutrition programs
- (iv) Explain 4 P's of Social marketing
- (v) How Can Theory Help Plan Effective Programs?

Q.3 Do as directed. Attempt **all five** questions. **(05)**

- (i) Characteristics of a Useful Theory
- (ii) Which 4 problems are solved by the systematic approach of social marketing?
- (iii) How is Formative research helpful ?
- (iv) How is direct observation conducted?
- (v) Which are the 2 Objectives of TIPS ?

Q.4 Write correct option in your answer sheet for following 15 multiple choice questions. **(15)**

MCQ1	_____ may draw on a number of theories to help understand a particular problem in a certain setting or context. They are not always as specified as theory.			
	(A)	variables	(B)	Models
	(C)	concepts	(D)	constructs
MCQ2	_____ define the way a construct is to be measured in a specific situation.			
	(A)	concepts	(B)	constructs
	(C)	models	(D)	variables

MCQ3	The key concepts of a given theory are its ____			
	(A)	models	(B)	variables
	(C)	constructs	(D)	concepts
MCQ4	Concepts are the ____—the primary elements—of a theory			
	(A)	building blocks	(B)	systematic blocks
	(C)	lego blocks	(D)	society blocks
MCQ5	The ____: those who will actually perform the new or modified nutrition-health practices.			
	(A)	secondary target audience	(B)	primary target audience
	(C)	tertiary target audience	(D)	all of above
MCQ6	The secondary audiences: those who can be motivated to teach, support, and reinforce the practices and beliefs of the ____			
	(A)	tertiary audience	(B)	both A and C
	(C)	primary audience	(D)	none of all
MCQ7	The tertiary audience are ____ ?			
	(A)	decision-makers	(B)	financial supporters
	(C)	influential people	(D)	all of above
MCQ8	The researcher participates in the daily life of the community he or she is studying- observing what is happening, listening to what people talk about, asking questions in various ways over a period of time.-----which type of method is this?			
	(A)	Focus group discussion	(B)	In depth interview
	(C)	Direct observation	(D)	Participant observation
MCQ9	In FGD - together ____ respondents typical of the intended target audience.			
	(A)	10-15	(B)	8-10
	(C)	3-5	(D)	5-8
MCQ10	The ____ examines the relations between an individual's beliefs, attitudes, intentions, behavior, and perceived control over that behavior.			
	(A)	Health belief model	(B)	diffusion of innovations
	(C)	Theory of Planned Behavior	(D)	social cognitive theory
MCQ11	In ____ insights into commonly held beliefs can be obtained relatively quickly.			
	(A)	In depth interview	(B)	Participant observation
	(C)	Direct observation	(D)	Focus group discussion
MCQ12	The Stages of Change (Transtheoretical) Model describes individuals' ____ to change a behavior			
	(A)	encouragement and loneliness	(B)	addiction and compliance
	(C)	motivation and readiness	(D)	de addiction and readiness
MCQ13	Provide "how to" information, promote awareness, and employ reminder systems--is what ??			
	(A)	self efficacy	(B)	Cues to action
	(C)	perceived severity	(D)	perceived benefits
MCQ14	Believe taking action would reduce their susceptibility to the condition or its severity is ____			
	(A)	perceived susceptibility	(B)	perceived severity
	(C)	perceived benefits	(D)	perceived barriers
MCQ15	Motivate; encourage making specific plans -- is which stage of Transtheoretical model ?			
	(A)	Preparation	(B)	Contemplation
	(C)	Maintenance	(D)	Action

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