

Name:	
Enrolment No:	

UPES
End Semester Examination, May 2024

Course: Public Health Nutrition	Semester: IV
Program: Int BMSC Nutrition and Dietetics	Duration : 3 Hours
Course Code: HSND 2004	Max. Marks: 100

Instructions: Read All questions carefully.

S. No.	Section A Short answer questions/ MCQ/T&F (20Qx1.5M= 30 Marks)	Marks	COs
Q 1	Classify the types of needs.	1.5	CO4
Q 2	Define social marketing.	1.5	CO3
Q 3	Enumerate the various communication methods used in the community	1.5	CO2
Q 4	are referral services?	1.5	CO1
Q 5	Enlist the components of the communication process.	1.5	CO3
Q 6	Diffusion is described as an act of transmitting new ideas or innovation. True/False	1.5	CO4
Q 7	Communication through the interpersonal channel is considered more influential than mass media in affecting behavior change. True/False	1.5	CO3
Q 8	Identify the four phases of the process of nutrition education.	1.5	CO1
Q 9	State any three essential components of primary health care.	1.5	CO1
Q 10	What is the Green Revolution?	1.5	CO2
Q 10	Differentiate between food and nutrition security?	1.5	CO4
Q 11	List the 4P's of social marketing?	1.5	CO3
Q 12	Define IMR.	1.5	CO2
Q 13	Enlist at least four types of Anemia.	1.5	CO1
Q 14	Mention various methods of direct assessment of nutritional status.	1.5	CO3
Q 15	The social categories perspective states that similar people react differently to the same message. True/False	1.5	CO4
Q 16	Social marketing is the same as consumer marketing. True/False	1.5	CO3
Q 17	Define commercial venues.	1.5	CO1
Q 18	Enlist three levels of health care.	1.5	CO1

Q 19	Enlist the three determinants of food security.	1.5	CO2
Q 20	What are the organoleptic properties of food?	1.5	CO1
Section B (4Qx5M=20 Marks)			
Q 1	What are the techniques for conducting situational analysis?	5	CO4
Q 2	What are the benefits of community participation?	5	CO3
Q 3	What are the various methods to assess Vitamin A deficiency and Iodine deficiency?	5	CO2
Q 4	Explain the concept of health care and the three different levels at which it is available to the community.	5	CO1
Section C (2Qx15M=30 Marks)			
Q 1	Discuss personnel management. Explain the role, skills required and functions of a personnel manager.	15	CO4
Q 2	Explain the health service delivery system in India with the help of a flow chart.	15	CO3
Section D (2Qx10M=20 Marks)			
Q 1	State the commonly used methods of dietary assessment for family/household and at the individual level. Explain the qualitative survey, Institutional Diet Survey and Food balance sheets.	10	CO3
Q 2	What are the common measurements used in nutritional anthropometry? Explain at least four measurements in detail.	10	CO2