



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF HEALTH SCIENCES
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE
PUBLIC HEALTH/ COMMUNITY HEALTH AND DEVELOPMENT
SEMESTER 2016/2017 ACADEMIC YEAR
KISII CAMPUS – PART TIME**

COURSE CODE: HCD 3312

COURSE TITLE: HEALTH COMMUNICATION AND INFORMATION SYSTEMS

EXAM VENUE: LR 17 STREAM: (BSc. P. Health / Comm Hlth & Dev)

DATE: 21/12/16 EXAM SESSION: 2.00 – 4.00 PM

TIME: 2.00 HOURS

Instructions:

- 1. Answer all questions in section A and any other 2 questions in Section B.**
- 2. Candidates are advised not to write on the question paper**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room**

SECTION A Answer all questions in this section (30 marks)

1. Define the following terms (3 marks)
 - i. Non-Verbal Communication
 - ii. Visualizations
 - iii. Information
2. Briefly state the importance of health information (2marks)
3. Enumerate three advantages of print media as a form of health communication (3 marks)
4. (i).What is 'attitude' in health education? (1 marks)
(ii). State any two components of attitude in health information (2 marks)
5. What is personality as depicted in health communication? (marks)
 - ii. Enumerate the stages of behavior change communication (2 marks)
6. i. What is folk media? (1 mark)
ii. Identify four areas where folk media can be used in behavior change in a community (2 marks)
7. i. What are modifying factors in a society? (1 mark)
ii. Identify four modifying factors in a society (2 marks)
8. i. What are the four key points to consider during a BCC strategy? (2 marks)
ii. What is audience segmentation? (1 mark)
- 9.a) State two uses of advocacy in health promotion in the community (2 marks)
b)State the social mobilization? (1 mark)
- 10.a) State the diffusion of innovation theory in behavior change communication (1 marks)
b) State the importance of segmenting audience? (1 marks)
c) State the Theory of reasoned Action and planned behavior? (1 mark)

Section B 40 marks: Answer two questions only

1. Identify the uses of print media as a means of behavior change in the community (10 marks)
 - ii. How can community ownership be promoted through print media? (10 mark)
2. Discuss the characteristics of folk media in the community (10 marks)
 - ii. Discuss the Health Belief Model. (10 marks)
3. Discuss the role of mass media in disease prevention? (10 marks)
 - ii. Discuss audience segmentation based on socio-demographic characteristics (10 marks)