



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF HEALTH SCIENCES
UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE
COMMUNITY HEALTH AND DEVELOPMENT
4th YEAR 2nd SEMESTER Sep-Dec 2016 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: HCD 3312

COURSE TITLE: HEALTH COMMUNICATION AND INFORMATICS

EXAM VENUE: (MAIN CAMPUS)

DATE:

TIME: 2.00 HOURS

Instructions:

- 1. Answer all the questions in Section A each contain 5 marks and ANY other two questions in Section B each contains 20 marks**
- 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"

1. Explain the difference between one-way communication and two-way communications. (5Marks)
2. What are the five possible causes of failure for a radio program given on nutrition? (5Marks)
3. Identify the five possible barriers in your locality that you think could affect effective communication in the process of promotion of family planning services. (5 Marks)
4. List four major traditional as well as modern methods for group Communications (5Marks).
5. List down the five types and phases of training (5 Marks).
6. Explain the meaning of data, information, data sources, data management and knowledge (5 Marks).

SECTION B.

1. Describe the various steps that are to be followed in the evaluation of Training (20 marks)
2. Describe how to carry out and evaluate health education Programs (20 Marks)
3. You have been posted as monitoring and evaluation officer and malaria is a problem of the area you are working, what will be your educational objectives as part of the control program? (20 marks)
4. Describes the main strengths and weaknesses of different data sources. (20 marks).