



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF HEALTH SCIENCES
UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE PUBLIC
HEALTH / COMMUNITY HEALTH AND DEVELOPMENT
3RD YEAR 1ST SEMESTER 2022/2023 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: HCB 2303

**COURSE TITLE: HEALTH COMMUNICATION, DEVELOPMENT AND
MANAGEMENT**

EXAM VENUE: STREAM: (BSc. C.Hlth &Dvpt.)

DATE: EXAM SESSION: DEC 2022

TIME: 2.00 HOURS

Instructions:

- 1. Answer all the 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

1. Explain five purposes of communication(5 Marks)
2. . Using a diagram, explain the communication process(5 Marks)
3. Explain FIVE factors to consider when choosing a communication media (5 Marks)
4. Communication is a dynamic process of action and interaction towards a desired goal. (5 Marks)
5. Explain any four elements of communication process. (4 Marks)
6. Explain five principles of communication (6 Marks)
7. There are different types of communication situations. In light of this sentence, describe upward, lateral, downward and grapevine communication. Give example in each situation.(6 Marks)
8. Differentiate these two terms: interpersonal and intrapersonal communication. (4 Marks)

SECTION B: Answer question ONE and any other questions in this section

1. However careful one is when communicating, barriers will sometimes occur. Explain the barriers to effective communication. **(20 Marks)**
2. discuss communication models that are most effective in health **(20 Marks)**
3. Discuss theory of multiple intelligence **(20 Marks)**
4. Discuss Ways that can be used to Improve Public Speaking Skills **(20 Marks)**