



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE
AND TECHNOLOGY-BUSIA LEARNING CENTRE**

**COURSECODE:HCD 3312: HEALTH COMMUNICATION AND INFORMATION
SYSTEMS
END OF JANUARY-APRIL SEMESTER EXAMS**

Duration:2hrs.

Instruction: Answer questions one and any other two. Question one is compulsory.

Question 1: (30marks)

- Define communication (2marks)
- (b) Explain briefly the meaning of health communication (3marks)
- (c) List the objectives of health communication systems (7marks)
- (d) Mention the advantages and disadvantages of oral and written forms of communication (10marks)
- (e) Define non verbal communication and explain the elements of Nonverbal Communication (6marks)

Question 2:(20marks)

- i) Discuss the meaning and characteristic of folk media (10 marks)
- b) Print and electronic media are classified as some of the types of media used in health communications. Identify the advantages and disadvantages of both print and electronic media. (6marks)
- c) Define and explain the importance of mass media (4marks)

Question 3(20marks)

When you communicate, you are successful in getting your point across to the person you're talking to. When we talk, we tend to erect barriers that hinder our ability to communicate."Discuss the types of barriers to effective communication. (14 marks)

- c) Analyze the role of health informatics, especially in developing country like Kenya (6marks)

Question 4)(20marks)

Educating the public on high risk situations like pandemic disease outbreaks can prompt appropriate public responses to contain these health crises. Risk must be communicated to the public with discretion to avoid triggering mass panics or causing misinformation. In view of these discuss the risk communication principles that may be adopted to educate the public effectively (10 marks)

- Q4(b): Discuss how to determine the appropriate communication channels in health communication programmes (10-marks)

Question 5(20marks)

"Effective interpersonal communication (IPC) between health care provider and client is one of the most important elements for improving client satisfaction, compliance and health outcomes. Patients who understand the nature of their illness and its treatment, and who believe the provider is concerned about their well-being, show greater satisfaction with the care received and are more likely to comply with treatment regimes."

Required: Discuss the IPC steps one may employ to ensure that a patients comply with treatment regimes (10marks)

- Q5b) Describe in details the meaning of social norm (4marks)

- Q5c). Discuss the enforcement mechanism of social norms (6marks)