



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS
UNIVERSITY EXAMINATIONS FOR THE DEGREE OF BACHLOR OF COMMUNITY
HEALTH AND DEVELOPMENT / PUBLIC HEALTH
FIRST YEAR, 2ND SEMESTER 2015/16 ACADEMIC YEAR
BUSIA LEARNING CENTRE

COURSE CODE: HCD-3312
COURSE UNIT: HEALTH COMMUNICATION AND INFORMATION SYSTEMS
EXAM VENUE : BUSIA LEARNING CENTRE
DATE: AUGUST 2016
TIME :2 HOURS

Instructions

1. Answer question one (compulsory) and any other two questions
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 examinations room

QUESTION ONE (30 MARKS)

- a) 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 (8marks)

QUESTION TWO (20MARKS)

- a) 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)
- d) Discuss the process involved in Producing health communication and promotional materials (6marks)

QUESTION THREE (20MARKS)

- a) “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. (6 marks)
- b) Define health informatics. (1marks)
- c) Explain any three role of health informatics, especially in developing country like Kenya (3marks)
- d) 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 (5 marks)
- e) Discuss how to determine the appropriate communication channels in health communication programmes (5 marks)

QUESTION FOUR (20MARKS)

- a) Explain the steps used in Implementing health communication plan (6 marks)
- b) Define health belief model (2 marks)
- c) Describe the constructs that make up the health belief model and explain their role in health behavior change (12 marks)

QUESTION FIVE (20MARKS)

a) “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 patients comply with treatment regimes (10marks)

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