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: Any ALL questions

1. Define the following terms
   a) Health Communication (1 mark)
   b) Audience segmentation (1 mark)
   c) Social Marketing (1 mark)
   d) Monitoring (1 mark)
   e) Evaluation (1 mark)

2. List 5 (five) roles of Health Communication in health education and promotion (5 marks)

3. LIST and briefly explain 4 (four) different levels of communication. (6 marks)

4. List at one advantage and disadvantage of the following mass media channels
   a) Folk media (1 mark)
   b) Radio (1 mark)
   c) Print media (1 mark)
   d) Television (1 mark)
   e) Social media platforms (1 marks)

5. Behaviour change is not an event, it is a process. Outline the five key stages of behaviour change according to Prochaska and Di clemente, (1982) (5 marks)

6. List 4 (four) benefits of utilizing community based health information systems (4 marks)
Section B:  Answer ANY 2 questions

1. Define and describe with relevant examples, the key constructs of the Health Belief Model (20 Marks)

2. 
   a) Explain key steps taken to ensure patients/clients confidentiality in not violated in health care setup. (10 marks)
   b) Discuss measures that can be put in place to improve and ensure quality health data.

3. SMASH, a local Non-Governmental organization implementing health projects within your county won a grant to implement behaviour change campaign towards increasing uptake of the different available family planning methods in the rural areas. Through a competitive recruitment process you were contracted to be the project officer, among the key deliverable is to capacity build your team on behaviour change communication intervention cycle, through a two day workshop. Prepare concise notes on how you will go on about it. (20 marks)