



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF HEALTH SCIENCES**

**UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR OF SCIENCE IN  
COMMUNITY HEALTH AND DEVELOPMENT**

**3<sup>RD</sup> YEAR 1<sup>ST</sup> SEMESTER 2018/2019 ACADEMIC YEAR**

**KISII CAMPUS**

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**COURSE CODE: HCD 3312**

**COURSE TITLE: HEALTH COMMUNICATION AND INFORMATION SYSTEMS**

**EXAM VENUE:**

**STREAMS: (BSc Comm. Health & Dev.)**

**DATE: December, 2018**

**EXAM SESSION:**

**TIME: 2 HOURS**

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**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)