



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF HEALTH SCIENCES
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE
PUBLIC HEALTH/COMMUNITY HEALTH AND DEVELOPMENT
3RD YEAR 1ST SEMESTER 2024/2025 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: HCB 3312
COURSE TITLE: HEALTH COMMUNICATION AND INFORMATION SYSTEM
EXAM VENUE: LAB 11 **STREAM:** BSc Public/ Comm. Hlth & Dev
DATE: 9/1/25 **EXAM SESSION:** 14-16.00 HRS
TIME: 2.00 HOURS

Instructions:

1. Answer all the questions in Section A and 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.
- 4.

Section A: Answer all questions

1. Outline the components of effective communication (3mks)
2. Give TWO reasons why you think health communication important (2mks)
3. Highlight the objective of community Health strategy (1mk)
4. Mention any FOUR factors to consider before starting an advocacy campaign (4mks)
5. Mention the four types of communication (4mks)
6. Define the following terms
 - a. Health
 - b. Health Communication
 - c. Health Information System (3mks)
7. Outline FOUR Benefits of Social Mobilization (4mks)
8. Outline steps used to develop verbal communication (3mks)
9. Briefly explain why verbal communication is more preferred in Health (3mks)
10. Outline the types of data (3mks)

Section B Answer any TWO Questions in this section (40MKS)

1. Discuss the principles of Effective Communication (20mks)
2. Explain the Uses of Health Communication (20mks)
3. Discuss the Barriers to effective Health Communication (20mks)
4. Explain various steps involved in restructuring of HMIS (20mks)
5. Discuss the principles of Health System Strengthening (20mks)
- 6.