



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE
DEGREE OF MASTERS OF ARTS IN COMMUNICATION
STUDIES**

CITY CAMPUS - DAY

AMS 808: BEHAVIOUR CHANGE COMMUNICATION

Date: 30th November, 2016

Time: 2.00 - 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



1. Choose a behaviour change problem and describe how you would execute it from the first step to the last. (20marks)
2. 'Success of any behaviour change programme cannot be achieved by only one behaviour change persuasion strategy but a matrix of various strategies'. Discuss (20marks)
3. Describe the steps in pretesting of behaviour change communication material and explain the significance of pretesting. (20marks)
4. 'HIV/AIDS prevention and behaviour change cannot be explained by only one theoretical model but a mixture of theoretical models' Discuss. (20mark)
5. As a positive behaviour change advocate, describe and justify the use of any four methods of communication to sensitize the youths of Obunga slums in Kisumu on positive sexual behaviour change. (20marks)