



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2015/2016**

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR  
THE DEGREE OF MASTER OF SCIENCE IN PUBLIC  
HEALTH**

**CITY CAMPUS**

**PHP 821: HEALTH PROMOTION, COMMUNICATION  
AND PRACTICE**

Date: 4<sup>th</sup> May, 2016

Time: 9.00 - 12.00 noon

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**INSTRUCTIONS:**

- Write your University Registration Number on every Answer Booklet you use.
- Do not write your name on any paper you use.
- The time allowed for this paper is TWO (3) hours.
- The questions are set out in TWO (2) sections, A and B.
- SECTION B has four questions: ATTEND TO NUMBER ONE (COMPULSORY) and any other number
- Read carefully the additional instructions preceding each section.



**SECTION A: ANSWER ALL QUESTIONS (30 MARKS)**

1. **Define** a term health promotion (3marks)
2. **State** the meaning of Health communication and list four basic types of human communication.(3marks)
3. **Describe** any six theories/models used in health promotion in Kenya (3marks)
4. **List** at least six models of communication.(3marks)
5. **Enumerate** six variables that influence communication. (3marks)
6. **Compare** and **contrast** two different techniques of communication of your choice. (3marks)
7. Everyone is guided by a set of values, which shape our judgments about what's important and influence the choices we make. Health promotion has distinct set of values that guide the ways in which health workers work with individuals. **Define** value and **describe** any two (3marks)
8. Health promotion process requires the involvement of stakeholders all through the stage; one stakeholder is the affected community. **Give** three **reasons** why it is important to involve community. (3marks)
9. **Indicate** any six strategies for health promotion you are aware of (3marks)
10. Social marketing in health promotion has three types of evaluation, **specify** them. (3marks)

**SECTION B: - ANSWER ANY TWO QUESTIONS FROM THIS SECTION (40MARKS)**

1. You are a Health promotion Coordinator, Homa Bay County. Your region has highest HIV prevalence in the country. Your team consults you to guide them on possible steps needed to be undertaken to help reduce and sustain it to a lower level. Describe in details the possible steps you shall propose to your team (20marks)
2. Health promotion program has a number of strategies which should be collectively adapted to facilitate efficient positive health behaviour in the community. Due to limited resources your county face a challenge to adapt all the strategies. Director of Health consults you as a health promotion officer to guide the team to prioritize a strategy which would be efficient and sustainable. You then settled on social marketing. Explain the Functions of Social Marketing in Health promotion and its advantages over other strategies (20marks)
3. Compare and contrast Face to face communication and mass media communication in promotion of healthy behaviour in community (20marks)
4. Communication process is made up of certain functional elements illustrate how each may promote efficient communication. (20marks)