



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF SCIENCE IN PUBLIC HEALTH
WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

PHT 115: COMMUNICATION SKILLS IN PUBLIC HEALTH

Date: 7th January, 2016

Time: 8.30 - 10.30 am

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 (2) hours.
- The questions are set out in TWO (2) sections, A and B.
- Read carefully the additional instructions preceding each section.
- Observe carefully further instruction on the cover of Answer booklets.



PHT 115: communication in public health

Section A: Answer all questions in this section each contains 3marks

1. Define the following terms used in communication
 - i. Transmitter
 - ii. Recipient
2. Mention three roles of communication in an organization
3. State three elements that can hinder clarity of a message
4. State three aims of communication within an organization
5. State three types of communication
6. List three factors to engage to help you develop good communication skills.
7. Mention reasons why women are more likely than men to have higher intentions toward activities that improve their health.
8. Define the following terms
 - i. Feedback
 - ii. Interpersonal communication
9. State three tips one needs to use to for Effective listening to occur
10. State three advantages of using Electronic mail as a device in communication technology

Section B: Answer any two questions in this section each contains 20marks

1. a) Explain the barriers to effective communication in a community, giving examples (10 marks)
b) Explain the methods you would use to pass the messages to various groups within the community (12 marks)

2. a) Discuss factors you would consider in developing persuasive health messages (14 marks)
b) Discuss factors affecting the adopting of healthful behaviors among individuals (6marks)

3. a) Explain the points to observe when dealing with stress as a result of an argument with your colleague at work. (10 marks)
b) Discuss the purpose of an organization chart in an organization (10 marks)

4. a) Mention three reasons why it is important to involve community members in designing health messages (10 marks)
b) Explain the impact of technology in communication today (12marks),