



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR  
THE DEGREE OF MASTER OF ARTS IN  
COMMUNICATION AND MEDIA STUDIES**

**CITY CAMPUS – REGULAR**

**AMS 809: BEHAVIOR CHANGE COMMUNICATION**

Date: 6<sup>th</sup> June, 2017

Time: 2.00 - 5.00pm

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**INSTRUCTIONS:**

- Answer Question ONE and any other TWO.



1. Using a combination of three theories of Behaviour Change Communication (BCC), design a communication campaign strategy to curb cholera outbreak in Nyando Sub-County (30 Marks)

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2. With examples explain ten factors which may hinder effective behavior change in Kenya. (20 Marks)
3. Explain various stages of behavior change as postulated by the Trans-theoretical model. (20 Marks)
4. Describe Health Belief Model and how it explains the factors which motivate an individual to take positive behavior change. (20 Marks)
5. BCC is an integral component of a comprehensive HIV/AIDS prevention, care and support program. It has a number of different but interrelated roles. Discuss. (20 Marks)