



Technical University of Mombasa

Faculty of Applied and Health Sciences

DEPARTMENT OF ENVIRONMENT AND HEALTH SCIENCES

CERTIFICATE IN COMMUNITY HEALTH AND HIV MANAGEMENT
(CCH 135)

BMC 1107 : COMMUNICATION & ADVOCACY

SUPPLEMENTARY/SPECIAL: EXAMINATIONS

SERIES: MARCH 2014

TIME: 2 HOURS

INSTRUCTIONS:

You should have the following for this paper

- *Answer booklet*

This paper consists of **FIVE** questions.

Answer Question **ONE (compulsory)** and any other **TWO** questions

This paper consists of 2 PRINTED pages

QUESTION ONE

- a) Define the following terms :
 - (i) Citizen Advocacy (2 marks)
 - (ii) Communication (2 marks)
 - (iii) Active listening (2 marks)
 - (iv) A report (2 marks)
 - (v) Public communication (2 marks)
- b) Identify five major responsibilities of participants in a small group. (5 marks)
- c) Briefly explain any five guidelines for preparing visual aids. (5 marks)
- d) List five advantages of written communication (5 marks)
- e) Briefly explain any five characteristics of speech makers (5 marks)

QUESTION TWO

- a) Explain seven ways of making your communication effective. (7 marks)
- b) Discuss barriers to effective communication. (8 marks)

QUESTION THREE

- a) Identify any three strategies used in advocacy (3 marks)
- b) Outline the six stages of advocacy. (12 marks)

QUESTION FOUR

- a) Explain any three elements of communication (3 marks)
- b) Discuss the purposes of writing as a form of communication. (12 marks)

QUESTION FIVE

- a) Explain five advantages of oral communication. (5 marks)
- b) Discuss five points to consider when making presentations. (10 marks)