



Technical University of Mombasa

Faculty of Applied and Health Sciences

DEPARTMENT OF ENVIRONMENT AND HEALTH SCIENCES

CERTIFICATE IN COMMUNITY HEALTH AND HIV MANAGEMENT
(CCH 13M)

BMC 1107: COMMUNICATION AND ADVOCACY

SPECIAL/SUPPLEMENTARY: EXAMINATIONS

SERIES: OCTOBER 2013

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) Advocacy (2marks)
 - (ii) Communication (2marks)**
 - (iii) A report (2marks)
 - (iv) Intrapersonal communication (2marks)
 - (v) Public speaking (2marks)
- (b) Briefly explain FIVE types of advocacy (5marks)
- (c) Highlight any FIVE guidelines for writing effective sentences. (5marks)
- (d) Briefly explain any FIVE characteristics of speech makers. (5marks)
- (e) Explain any FIVE essential elements of communication (5marks)

Question TWO

- (a) Outline the structure of a report (3marks)
- (b) Discuss how a public speaker can persuade the audience. (12marks)

Question THREE

- (a) List any FIVE strategies used in advocacy. (5marks)
- (b) Discuss FIVE stages in advocacy. (10marks)

Question FOUR

- (a) Define the term written communication (1mark)
- (b) Explain the 7C's of written communication (14marks)

Question FIVE

- (a) Identify FIVE guidelines for preparing visual aids (5marks)
- (b) Discuss FIVE advantages of visual aids. (10marks)