



# Technical University of Mombasa

Faculty of Applied and Health Sciences

DEPARTMENT OF ENVIRONMENT AND HEALTH SCIENCES

CERTIFICATE IN COMMUNITY HEALTH AND HIV MANAGEMENT  
(CCH13S)

**BMC 1107: COMMUNICATION AND ADVOCACY**

SEMESTER: EXAMINATIONS

SERIES: DECEMBER 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) Mass Communication (2marks)
  - (ii) Advocacy (2marks)
  - (iii) Persuasive speaking (2marks)
  - (iv) Written communication (2marks)
  - (v) Public speaking (2marks)
- (b) Briefly explain **FIVE** types of advocacy (5marks)
- (c) Give **FIVE** reasons why communication is a two ways process. (5marks)
- (d) List **FIVE** advantages of using visual aids when carrying out a presentation. (5marks)
- (e) Briefly explain any **FIVE** purposes of communication (5marks)

## Question TWO

- (a) Highlight the structure of a report (3marks)
- (b) Discuss **SIX** ways a public speaker can persuade the audience. (12marks)

## Question THREE

- (a) Explain any **THREE** elements of presentation. (3marks)
- (b) Discuss **SIX** principles of advocacy. (12marks)

## Question FOUR

- (a) Identify any **THREE** ways speakers turn their nervousness into a positive force. (3 marks)
- (b) Discuss **FOUR** points to consider to consider when preparing a speech so as to meet the audience needs. (12 marks)

## Question FIVE

- (a) Explain the **SEVEN** principles of effective writing. (7marks)
- (b) Discuss **FOUR** points to consider inorder to develop good paragraphs. (8 marks)