



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

Faculty of Applied & Health Sciences

DEPARTMENT OF ENVIRONMENT & HEALTH SCIENCES

CERTIFICATE IN COMMUNITY HEALTH (CC H 12J)

BMC 1107: COMMUNITY COMMUNICATION & ADVOCACY

END OF SEMESTER EXAMINATION

SERIES: APRIL 2012

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- *Answer booklet*

This paper consists of **FIVE** questions.

Answer section **ONE (COMPULSORY)** and any other **TWO** questions

Maximum marks for each part of a question are clearly shown

This consist of **TWO** printed pages

Question 1 (COMPULSORY)

- a) Define:
- (i) Health communication (4 marks)
 - (ii) Participatory communication (4 marks)
 - (iii) Advocacy (4 marks)
- b) (i) Explain the Rational for Advocacy (4 marks)
- (ii) Explain the importance of the dissemination of Health Messages to the public (4 marks)
- c) List **FIVE** barriers of Health Communication (5 marks)
- d) Explain the significance of Health Communication to a community health to development student (5 marks)

SECTION B (Answer any TWO questions from this section)

Question 2

Explain Health Communication as a preventive service in Health promotion (15 marks)

Question 3

Explain the importance of Health Communication at individual level (15 marks)

Question 4

Explain the importance of Health Communication at a community level (15 marks)

Question 5

Explain and develop a health message that deals with the problem under scrutiny.
Cervical cancer.