



KENYATTA UNIVERSITY
EXAMINATION FOR THE DEGREE OF BACHELOR OF PHARMACY

PPE 330: SOCIAL & BEHAVIORAL PHARMACY

3RD SEMESTER 2021/2022

TIME: 3 HOURS

INSTRUCTIONS

- The paper consists of **THREE** sections: A, B and C.
 - Answer each section in a separate booklet. Label each booklet **CLEARLY**.
 - Answer **ALL** questions.
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SECTION A: EFFECTIVE COMMUNICATION SKILLS FOR PHARMACISTS

1. Communication is used in pharmacy practice mainly to
 - A. optimize the duration of hospital stay.
 - B. increase the cost of care.
 - C. detect patients who are likely to pay more.
 - D. discover new disease conditions.
 - E. improve therapeutic outcomes.

2. The following statements are judgmental in nature. Which one is not?
 - A. 'Are you sure you will take these medicines consistently.'
 - B. 'What exactly are you not comfortable with?'
 - C. 'Why do you seem to be disturbed.'
 - D. 'You should have been a little more patient?'
 - E. 'You should not give up that easily.'

3. The term proxemics is used in communication to denote...
 - A. use of gestures
 - B. eye contact
 - C. distance between people
 - D. handshake
 - E. walking style

4. The following are examples of non-verbal communication. Which one is not?
- A. A blank stare
 - B. A letter of introduction
 - C. Nodding the head
 - D. Drawing a frowning face
 - E. Yawning
5. In the communication model proposed by Shannon and Weaver, feedback loop represents.....
- A. information from receiver to sender
 - B. the thought processes of the sender
 - C. misinformation due to barriers
 - D. a customer satisfaction survey
 - E. information from sender to receiver
6. Persons with the following diseases often suffer stigma. Which one does not?
- A. Tuberculosis
 - B. HIV-AIDS
 - C. Leprosy
 - D. Hypertension
 - E. Psychosis
7. When communicating with an elderly patient, the pharmacist should always be wary of all the following **EXCEPT**.....
- A. Possible inability to afford costly medicines.
 - B. Likelihood of poor hearing
 - C. Polypharmacy
 - D. Problems with reading and writing
 - E. Emotional flares
8. Time barriers to effective communication in a community pharmacy set up is often caused by....
- A. opening the pharmacy overnight
 - B. lack of a clock in the pharmacy
 - C. stock-outs of medicines
 - D. crowding in the prescription area
 - E. dark colour on the pharmacy premise walls.

9. Empathetic responding to a patients statement may include.....
- A. summarizing what the patient is trying to say.
 - B. asking the patient to summarize their statement.
 - C. offering to foot the bill of the patient.
 - D. shaking the head in dismay
 - E. paraphrasing the patients statement
10. Assertiveness is different from aggressiveness because it...
- A. seeks to avoid conflict at all costs.
 - B. is more offensive to the patient.
 - C. takes care of the interest of both parties in communication
 - D. not less effective in building trust
 - E. is based on the theory of seclusionism
11. Explain the meaning of reframing and state five techniques used in making frames. (6 marks)
12. Identify four features of effective public speaking. (4 marks)
13. State five key medication counseling points. (4 marks)
14. Using relevant examples, explain the meaning of the following as used in communication.
- a. Kinesics. (4 marks)
 - b. Probing. (4 marks)
15. Regarding effective listening;
- a. State three reasons why a Pharmacist needs to listen to the patient. (3 marks)
 - b. Outline five strategies which may be used to make listening to be successful. (5 marks)

SECTION B: ELEMENTS OF SOCIOLOGY FOR PHARMACISTS

1. Which of the following occupations is not carried out as a profession in Kenya with Pharmacy?
 - A. Pathology
 - B. Industrial Chemistry
 - C. Counseling Psychology
 - D. Medical Laboratory technology
 - E. Accountancy
2. In coining the conflict theory of sociology, Karl Max divided the society into...
 - A. The politicians and the electorate
 - B. The preachers and the followers
 - C. The old and the young
 - D. The capitalists and the workers
 - E. The literate and the illiterate
3. According to the symbolic interactionists.....
 - A. Society cannot work harmoniously
 - B. People always aim to work together cordially
 - C. Different institutions in society need each other to function
 - D. Deep emotional feelings distort genuine interactions
 - E. People construct their own social realities from practical experiences
4. When a group of conference attendees interact, what type of group are they?
 - A. A formal group.
 - B. An intimate group.
 - C. A focused group
 - D. An intermediate group.
 - E. An interim group.
5. In an egalitarian type of family unit.....
 - A. Authority is held by the mother
 - B. Authority is held mainly by the father
 - C. Both the father and mother hold equal authority
 - D. The children hold more authority than their parents
 - E. External parties decide for the family on most issues

6. Health seeking behavior of an individual is shaped by all the following institutions **EXCEPT**

...

- A. Religious institutions
- B. Legislature
- C. Educational institutions
- D. The family
- E. The media

7. In the Structural functionalism theory of sociology advanced by Emile Durkheim,.....

- A. Elements that do not aid in the smooth operations of society are considered dysfunctional
- B. Structures such as roads, airports, school buildings and churches are considered irrelevant
- C. Every component of the society must operate smoothly to be considered functional
- D. Cultural diversity is seen to be a disruptive aspect of societal function
- E. State operatives are seen to be most instrumental in enforcing functionalism

8. The following are attributes of culture **EXCEPT**

- A. Food and clothing
- B. Dance and music
- C. Rites and rituals
- D. Income and socio-economic class
- E. Language social norms

9. Which of the following statements about deviance is **CORRECT**?

- A. It is based on clearly written laws
- B. Every country has uniform norms
- C. It is culture specific
- D. It is influenced mainly by genetics
- E. It is always wrong irrespective of when or where it happens

10. The gender of an individual is determined by

- A. The sex of the individual
- B. The religion of the individual
- C. The culture of the individual
- D. The social roles assigned to the individual by society
- E. The social class accorded to the individual by society

11. Identify four non-medical uses of drugs in a society. (2 marks)
12. Explain the role of the following in shaping health seeking behaviour;
- i) Learning institutions. (3 marks)
 - ii) Religious institutions. (3 marks)
13. State three non-intentional causes of non-compliance to medication regimen. (3 marks)
14. Define a non-commodity placebo and identify two examples thereof. (3 marks)
15. Explain usefulness of the following disciplines to Pharmacy Practice
- i) Anthropology. (3 marks)
 - ii) Psychology (3 marks)
16. A medical doctor confronts you with the assertion that pharmacy is actually not a profession. Using five points, justify that pharmacy is actually a profession. (10 marks)

SECTION C: SOCIOLOGY OF DRUG USE

1. Which of the following branches of Psychology was used to study the bystander apathy phenomenon?
- A. Social Psychology
 - B. Educational Psychology
 - C. Industrial Psychology
 - D. Experimental Psychology
 - E. Developmental Psychology
2. Smoking cessation may be best achieved by any of the following strategies **EXCEPT** ...
- A. Counseling
 - B. Use of nicotine replacement products
 - C. Naming and shaming
 - D. Use of placebo cigarettes
 - E. Administration of Nortripty line
3. The challenges faced, and the long term advantages of change influence which part of the Health Belief model?
- A. Perceived benefits
 - B. Perceived threats
 - C. Perceived efficacy
 - D. Perceived opportunity
 - E. Perceived barriers

4. What influencing arm of the Theory of Planned Behaviour describes motivational factors that influence the ability of a person to quit smoking?
- A. Behavioural attitude
 - B. Subjective norms
 - C. Perceived behavioural control
 - D. Social norms
 - E. Behavioural intention
5. The alcohol withdrawal syndrome may be managed by administration of
- A. Khat
 - B. Methanol
 - C. Tobacco
 - D. Diazepam
 - E. Disulfiram
6. The first stage in the Suchmann's model of illness behavior is known as
- A. Assuming the sick role
 - B. Dependent patient
 - C. Recovery and rehabilitation
 - D. Medical care contact
 - E. Symptom experience
7. The major criticism of Talcot Parsons's concept of the sick role model is that
- A. It is not relevant in the developed world
 - B. It applies only to a limited range of illnesses
 - C. It has a very broad theoretical domain
 - D. It accounts for inter-societal variations
 - E. Being sick is not a deliberate and knowing choice
8. When serving persons living with disability in a pharmacy, one needs to
- A. Remember that despite the disability, they also have full identity as individuals
 - B. Recognize that they are always inhibited by the disability
 - C. Emphasize to them that they need special help with their medications
 - D. Show them adequate sympathy at all times
 - E. Ignore their disability and serve them just like any other patient

9. Which of the following is not a possible cause of social death?
- A. Retirement
 - B. Job loss
 - C. Imprisonment
 - D. Disputes
 - E. Migration
10. The volume of sales of medicines in a community pharmacy may be influenced by all the following factors **EXCEPT**...
- A. Predominant lifestyle in the community
 - B. Disease patterns in the community
 - C. Cultural beliefs in the community
 - D. Attitude of the serving pharmacist
 - E. Legal frameworks and state capture
11. State four intentional and four nonintentional causes of non-compliance to medication. (4 marks)
12. Explain how the following may influence the health seeking behaviour of an individual;
- a) Medical insurance. (2 marks)
 - b) Education. (2 marks)
 - c) Informal networks. (2 marks)
13. Discuss the applicability of the sick role model in pharmaceutical care. (10 marks)
14. Using a relevant case scenario, illustrate the five stages of Suchmann's model of illness behaviour. (10 marks)