



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE

PPH 307: BEHAVIOR CHANGE COMMUNICATION

DATE: MONDAY, 2ND APRIL 2012

TIME: 8.00 A.M. – 10.00 A.M.

INSTRUCTIONS: Answer Question ONE in Section A
Question TWO and Any Other TWO
Questions in Section B.

SECTION A

1. Explain the following:
 - (i) Community Based Health Care (5 marks)
 - (ii) Health behaviour (5 marks)
 - (iii) Health-Care Organizational Strategic Planning Process (5 marks)
 - (iv) Interpersonal Communication with reference to Public Health (5 marks)

SECTION B

2.
 - (i) Explain the health risks associated with drug and alcohol abuse amongst Kenyan youth. (5 marks)
 - (ii) Drawing on your understanding of BCC strategies, discuss ways in which you would mount and implement anti-drug advocacy. (15 marks)
3.
 - (i) Citing pertinent examples, explain the meaning of monitoring and evaluation. (3 marks)
 - (ii) Discuss the process of monitoring and evaluation of health programmes, with a focus on TB eradication in a Nairobi slum. (12 marks)
4. Write succinct explanatory notes on the following:
 - (i) Vision, mission and philosophy in health related planning (6 marks)
 - (ii) Millenium Development Goals, with respect to health and Kenya's Vision 2030. (9 marks)
5.
 - (i) Highlight the major elements of diffusion of ideas. (5 marks)
 - (ii) Discuss the application of diffusion theory in the promotion of nutrition programmes in rural Kenya. (10 marks)