



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## University Examinations 2023/2024

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF  
BACHELOR OF INFORMATION SCIENCE

### BCJ 3353: HEALTH COMMUNICATION

DATE: APRIL 2024

TIME: 2 HOURS

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INSTRUCTIONS: Answer question *one* and any other *two* questions

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#### QUESTION ONE (30 MARKS)

Tomas and Brianna are both second-year university students who have joined a group of friends from their halls of residence who enjoy drug-fuelled night parties. Every night, they pursue ecstasy, oblivious to the dreadful shadows which lurk underneath their leisure, believing themselves immune to the horrors of addiction. After all, they're young, enthusiastic, and bright. Their university management and student leadership are concerned about the drug-filled night parties and want to launch an aggressive anti-drug abuse campaign. The Dean of Students has assigned you to a team that will lead this campaign. Your task is to help the team understand the following:

- Describe key features of the Social Cognitive Theory (SCT) **(5 Marks)**
- Using the social cognitive theory, explain with examples two (2) factors helping shape the behaviour of Tomas and Brianna **(5 Marks)**
- In the context of drug abuse in learning institutions, explain with specific examples, two (2) levels of communication this anti-drug abuse campaign may adopt **(5 Marks)**
- Describe five (5) key steps for community mobilisation initiatives that can be used to implement the anti-drug campaign among the university students **(5 Marks)**
- Formulate three (3) anti-drug use campaign objectives for your team **(5 Marks)**

- f) Explain two (2) limitations of social cognitive theory in the proposed anti-drug campaign  
(5 Marks)

### **QUESTION TWO (20 MARKS)**

Theories and models in health communication provide a framework for understanding factors at play in behavioural change and planning of effective communication interventions.

- a) In the context of behaviour change communication, identify three (3) limitations of health belief model in health campaign interventions (3 Marks)
- b) Identify and explain four (4) parameters one can use to evaluate the relevance of a theory in health communication campaign (8 Marks)
- c) Using appropriate examples, explain three (3) functions of a theory and a model in health communication interventions (9 Marks)

### **QUESTION THREE (20 MARKS)**

Sara, a 20-year-old college student, faces a problem every time she visits the college cafeteria. Surrounded by a variety of tantalising fast-food options. She strives to make healthy choices despite her hectic academic schedule. Everyone in her class prefers fast food and junk snacks over healthy food. The situation is exacerbated by the huge concentration of fast-food restaurants near their halls of residence. With late-night study sessions, early morning classes, and a restricted budget to consider, the temptation of quick, inexpensive meals sometimes outweighs worries about long-term health effects. Furthermore, Sara succumbs to peer pressure when it comes to eating choices.

- a) Identify and explain any four (4) factors that may be influencing Sara's eating habits (10 Marks)
- b) Explain with suitable examples, key components of ecological approach to promotion of healthy eating habits in Sara's college (10 Marks)

### **QUESTION FOUR (20 MARKS)**

In a small rural village, a deadly infectious illness is swiftly spreading across the population. The Health Ministry has raised awareness about the condition and encouraged preventive measures, yet many community members do not recognise the harm it poses to their lives. This is due to the fact that the majority of community members are impoverished, unemployed, and have limited access to basic necessities. For them, the daily battle to provide food for their families takes precedence over the infectious sickness. They distrust the authorities, and some community members disregard disease warnings as rumours, while others fear stigma if they acknowledge being infected.

- a) In the context of health communication interventions, explain with suitable examples how the following principles: **cultural sensitivity, transparency, community engagement** and **privacy/confidentiality** can be used to address ethical dilemmas communicators may encounter in the community **(10 Marks)**
- b) Explain how you can use the health communication programme cycle to plan an intervention in this community **(10 Marks).**

**QUESTION FIVE (20 MARKS)**

A community health agency has discovered an upsurge in cases of obesity in their area. The local health department wants locals to do something about this condition, therefore they are engaging local NGOs to launch a physical activity campaign among all residents of that neighbourhood.

- a) Identify all possible groups within the community, and explain two (2) factors that will determine if the campaigners need an audience segmentation; **(10 Marks).**
- b) Explain how the campaigners in this community may use demographic targeting to achieve their behaviour change **(10 marks).**

