



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS
IN COMMUNICATION**

MAY-AUGUST 2025 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE: DCO402

COURSE TITLE: HEALTH COMMUNICATION

EXAM DATE:

TIME:

DURATION: 3 HOURS

INSTRUCTIONS

- **Read all questions carefully before attempting.**
- **Answer question ONE and any other THREE Questions**
- **All other PAC University examination rules and regulations apply**

Question 1 (Compulsory)

- a) Describe any two tenets of the theory of Planned Behaviour (TPB) (4 marks)
- b) Assume there is an outbreak of an infectious flu across the country. Using the theory of Planned Behaviour (TPB), demonstrate three steps you would apply to design impactful health messages to influence the audience to take the necessary preventative measures (6mks)

Question 2

The Kenyan Police has firm instructions to enforce traffic rules on wearing helmets by Boda Boda riders (motorcycle riders). Some Boda Boda operators have always been aware of the requirement but do not consider this safety measure applicable to them. Using the Health Belief Model, explain how you would create appealing messages to yield the desired behaviour change.(10marks)

Question 3

Frequent medical screening is considered vital in the early detection and treatment of certain health conditions that lead to common health complications in old age. Assume you are a health reporter in a vernacular radio station in Kenya. Discuss how you would adopt Carol Kuhlthau Information Search Model (ISM) (1991) to promote health information seeking among the elderly population in your community (10 marks)

Question 4

Non-medical support is considered an economically practical practice in providing home-based healthcare. Using relevant examples, illustrate **five** ways in which you may apply the Information, Education, and Communication (IEC) in promoting health information literacy among the non-medical caregivers in your community (10 marks)

Question 5

Information technology is often integrated across disciplines in the current digital age. Many health practitioners are embracing telemedicine in modern medical practice. Evaluate five implications of this emerging trend for global healthcare. Support each answer with a specific example (10mks)