



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

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

SEPTEMBER- DECEMBER 2024 TRIMESTER

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**

SECTION A

Question1 (Compulsory)

Assume you are in charge of the health desk in your media house. Assume there is an ongoing polio vaccination in Kenya. You plan to produce an impactful health message that may influence the audience to take the necessary action. Demonstrate how you would design your message with the Health Belief Model (HBM) in mind. (10mks)

SECTION B: Answer any Three Questions

2. “ Information-seeking behavior is the purposive seeking for information as a sequence of a need to satisfy some goal” (Wilson, 2000). Evaluate this statement with reference to the stages of Ellis' Model of information-seeking behaviour. (10mks)

3. Assume that many students spend prolonged time on internet social sites for nonacademic purposes. Using **five** relevant examples, justify why the behaviour may have adverse effects on their general wellness. (10mks)

4. Addiction presents in persistent compulsive behaviour patterns that may be addressed through well-planned Information, Education, and Communication (IEC) approach. Develop a strategy for a health communication campaign targeting people with substance addiction (10mks)

5. “Remarkable technological trends are emerging in health communication today”. Analyze **five** implications of these trends for global healthcare. Support each answer with a specific example (10mks)