



PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS
MAY- AUGUST 2024 EXAM
EXAMINATION FOR BACHELOR OF ARTS IN COMMUNICATION
DCO 402 – HEALTH COMMUNICATION
Time 3hrs

Instructions: Answer ALL questions in SECTION A and any other THREE questions in SECTION B

SECTION A (10 marks)

1. Answer ALL of the following questions:

Imagine you are a program officer tasked with advocating health messages to a community plagued with malaria. Develop a relevant Monitoring and Evaluation plan that would help in ensuring the success of the project (10 marks)

SECTION B (30 marks)- Answer any THREE of the following questions:

2. While using relevant examples, discuss the tenets of the following **two** health communication theories (10 marks)
 - a) Health Belief Model (5 marks)
 - b) Theory of Reasoned Action (5 marks)
3. Discuss in more depth the importance of community mobilization as applied in any **two** health-related campaigns. (10 marks)
4.
 - a) Explain the concept of situation analysis as used in health communication. (2 marks)
 - b) Using **four** relevant illustrations, highlight the importance of conducting an audience profile for a health communication programme. (8 marks)

5. Illustrate any **two** ways in which medical professionals can apply the tenets of health communication in their field. (10 marks)