



**Pan Africa
Christian University**

PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS
IN COMMUNICATION
JANUARY-APRIL 2026 TRIMESTER
CAMPUS: ROYSAMBU
DEPARTMENT: COMMUNICATION, LANGUAGES, AND LINGUISTICS
COURSE CODE: DCO402
COURSE TITLE: HEALTH COMMUNICATION
TIME
DATE

Section A

Question 1 Compulsory)

- i) Describe the concept of health communication (2mks)
- ii) Prepare a health communication strategy for a campaign targeting people with substance addiction(8mks)

Section B

Question 2

Using Carol Kuhlthau-Information Search Model (ISM) (1991), demonstrate the steps you would apply in health information seeking (10 marks)

Question 3

In reference to the World Health Organization (WHO) framework, demonstrate any five building blocks of a good healthcare system (10mks)

Question 4

Using five examples, evaluate the implication of telemedicine on health communication in global healthcare today (10mks)

Question 5

Analyze any five types media contents that, according to you, would be detrimental to the well-being of its audience. Justify each answer with a specific example (10mks)