



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

(MAIN CAMPUSES)

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

**SECOND YEAR SECOND END OF SEMESTER
EXAMINATIONS**

**FOR THE DEGREE OF BACHELOR OF SCIENCE IN
COMMUNITY HEALTH AND DEVELOPMENT**

COURSE CODE: HCD 222

COURSE TITLE: HEALTH PROMOTION

DATE: 22/04/2022

TIME: 3.00-5.00 PM

INSTRUCTIONS:

ANSWER ALL QUESTIONS IN SECTION A, AND ANY TWO IN SECTION B

TIME: 2 Hours

MMUST observes ZERO tolerance to examination
cheating

This Paper Consists of 2 Printed Pages. Please Turn Over

Section A: Answer ALL questions (40 marks)**10 short answer questions each 4 marks.**

1. State and give examples of categories of behaviour that promote health (4 marks)
2. Cite and describe any 2 health education methods for group education (4 marks)
3. State and explain any two (2) core activities of health promotion (4 marks)
4. Contrast the characteristics of early majority and late majority in taking up the new COVID-19 vaccines (4 marks)
5. State 4 advantages of using social mobilization to conduct health promotion (4 marks)
6. Explain the 4 marketing Ps as used in social marketing (4 marks)
7. Differentiate between one-way and two-way communication (4 marks)
8. Cite 4 health activities that can be demonstrated to community members during a health education session (4 marks)
9. Distinguish between primary and secondary target audience in health advocacy initiatives (4 marks)
10. State 4 benefits of health promotion at the individual level (4 marks)

Section B: Answer any 2 questions (30 marks)**Long Essay questions each question is 15 marks**

1. Describe 5 principles of health promotion (15 marks)
2. The county department of health has received funding from an international organization to implement a project on condom use education for youth aged 18-35, describe the application of key constructs of the Health Belief Model on implementation of the project (15 marks)
3. Describe the stages of health communication (15 marks)