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(University of Choice)

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

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

MAIN EXAM

2023/2024 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER EXAMINATION

FOR THE DEGREE OF BACHELOR OF SCIENCE IN EPIDEMIOLOGY AND
BIOSTATISTICS

COURSE CODE: HEM 317

COURSE TITLE: HEALTH EDUCATION AND PROMOTION

DATE: 7/12/2023

TIME: 2.00-4.00 PM

**INSTRUCTIONS TO CANDIDATES: ANSWER SECTION A ALL
QUESTIONS AND SECTION B TWO QUESTIONS.**

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

Paper Consists of 2 Printed Pages. Please Turn Over

SECTION A: ANSWER ALLTEN QUESTION 40 MARKS (4MARKS EACH)

1. State the purpose to why students undertaking a Bsc. Degree in Epidemiology and Biostatistics should study the course unit: Health Education and Promotion? (4marks)
2. Outline steps in community mobilization, that one has to follow before implementing (4marks)
3. State the aims of Health Education as per this unit (4marks)
4. Define the following terms as used in Health Education and Promotion:
 - i) Intersectoral collaboration
 - ii) Attitude change
 - iii) Folk media
 - iv) Community mobilization(4marks)
5. Briefly explain the scope of health education in this unit (4marks)
6. Outline steps you can follow to evaluate your health education activities (4marks)
7. Briefly explain main indicators of change (4marks)
8. State the Big 5 personality traits as is in this unit (4marks)
9. Outline any 4 Characteristics of effective communication (4marks)
10. State the stages of change model which is also called Transtheoretical model (4marks)

SECTION B: ANSWER TWO QUESTIONS ONLY 30MARKS (15MARKS EACH)

1. a) Discuss five innovative health promotion approaches

b) By relevant examples, describe the Health Belief Model
2. a) With the use of relevant examples explain three levels of evaluation (7marks)
b) Discuss diffusion innovation theory and how you can apply
3. Culture is a pattern of ideas and constantly evolving. Discuss how it influence Health (15marks)