



**AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF COMMUNITY HEALTH
BACHELOR OF SCIENCE IN COMMUNITY HEALTH PRACTICE
END OF MAY-AUGUST 2024 SEMESTER EXAMINATIONS**

UNIT CODE: CHP 215

UNIT NAME: BEHAVIOUR CHANGE COMMUNICATION

DATE: FRIDAY 9TH AUGUST 2024

TIME: TWO HOURS

START: 4.30 PM **STOP:** 6.30PM

INSTRUCTIONS

1. This exam is marked out of 70 marks
2. This Examination comprises TWO Sections
Section A: Compulsory Question (30 Marks)
Section B: Long Answer Questions (40 Marks)
3. This online exam shall take TWO Hours
4. All questions in Section A are compulsory and Answer any TWO questions in Section B
5. Late submission of the answers will not be accepted
6. Ensure your web-camera is on at all times during the examination period
7. No movement is allowed during the examination
8. Idling of your machine for 5 min or more will lead to lock out from the exam
9. The Virtual Assessment Test (VAS) has inbuilt integrity checks to detect cheating
10. Any aspect of cheating detected during and or after the exam administration will lead to nullification of your exam
11. In case you have any questions call the invigilator for this exam on Tel. -----
and or the Head of Department on Tel 0723742370
12. For adverse incidences please write an email to: amiu.examinations@amref.ac.ke

SECTION A: COMPULSORY - ANSWER ALL QUESTIONS (30 Marks)

1. Explain the meaning of Information, Education and Communication (3 Marks)
2. Differentiate between Social and behavior Change Communication and behavior Change Interventions (5 Marks)
3. Highlight the FIVE Stages of Change under the Trans - Theoretical Model and how each stage relates to the other (5Marks)
4. State the processes applied in behavior Change Communication in order to promote positive health outcomes (5 Marks)
5. Define Socio - Ecological Model (3 Marks)
6. Outline the Three Elements that influences the Theory of Planned behavior (3 Marks)
7. Highlight any TWO key action-related components that determine the ability of the Health Belief Model to identify key decision-making points that influence Health Behaviours. (2 Marks)
8. Identify the key differences between Social Marketing and Commercial Marketing in the context of behavior Change Communication (4 Marks)

SECTION B: ANSWER ANY TWO QUESTIONS – (40 MARKS)

9. Discuss the Three Types of Motivational States and their corresponding Rewards. (20 Marks)
10. Discuss your understanding of the concept of Trans -Theoretical Model and how the model relates to the five Stages of Change (20 Marks)
11. Describe the Three main Strategies of Social and Behaviour Change Communication. (20 Marks)