



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT
BACHELOR OF SCIENCE IN HEALTH SYSTEMS MANAGEMENT AND
DEVELOPMENT
END OF SEMESTER EXAMINATION DECEMBER 2024
HMD 136 CULTURE, HEALTH AND SOCIETY

Date: December 2024

TIME: Two (2) Hours **Start:** 4:30 pm **End:** 6h30 pm

INSTRUCTIONS TO CANDIDATES

- 1) This exam is out of 70 marks
- 2) Section-A is compulsory with a Total of 30 Marks
- 3) Answer any TWO (2) questions in Section B

Read carefully the additional instructions preceding each section.

SECTION A: SHORT ANSWER QUESTIONS (30 Marks)

Compulsory Question (30 Marks)

1. Define folk illnesses and provide three examples of such illnesses (5 marks)
2. Outline five limitations of the ecological model of health (5 marks)
3. List five compelling reasons why global health is important (5 marks)
4. Outline five factors that influence the adoption of an innovation (5 marks)
5. Outline “the four Ps” of social marketing (4 marks)
6. State the difference between conditional and unconditional cash transfers (4 marks)
7. Outline two neighborhood conditions that can directly impact an individual’s health (2 marks)

SECTION B: LONG ANSWER QUESTIONS (LAQs).

Answer Any TWO Questions - (40 marks)

8. a) Discuss five cultural beliefs or practices that can serve as barriers to the uptake of public health interventions (10 marks).
b) Propose five strategies that can be implemented by public health officials to navigate these cultural barriers (10 marks).
9. a) Describe the key components of the pathway model of health-seeking behavior (10 marks)
b) Discuss five factors that can influence health-seeking behavior (10 marks)
10. Health literacy ensures people can find and use credible health information to make well-informed health-related decisions. In relation to the recently launched Social Health Authority (SHA):
 - a) Discuss five factors that can affect health literacy (10 marks)
 - b) Describe five strategies that can be implemented to enhance health literacy (10 marks).