



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF COMMUNITY HEALTH
BACHELOR OF SCIENCE IN COMMUNITY HEALTH
END OF SEMESTER EXAMINATION DECEMBER 2025

UNIT CODE: CHP 215 **UNIT NAME:** Behaviour Change

DATE: XX December 2025

Duration: 2 HOURS

Start:

Finish:

INSTRUCTIONS

1. This exam is out of 70 marks
2. This Examination comprises **THREE** Sections. Section I: Multiple Choice Questions (20 marks) Section II: Short Answer Questions (30 marks) and Section III: Long Answer Questions (20 marks)
3. Answer **ALL** Questions.

Section I

1. In behavior change communication channel, medium follows
 - A. Receiver
 - B. Decoder
 - C. Messages
 - D. Encoder
2. Health belief model is classified as
 - A. Group theory
 - B. Interpersonal theory
 - C. Individual theory
 - D. Community theory
3. Behavior means?
 - A. An interactive process with communities
 - B. A systematic approach of adjusting behavior
 - C. Ability of human beings to change relationship to their vicinity
 - D. Channels to develop positive behaviors
4. Behavior change communication implies
 - A. An interactive process with communities
 - B. A systematic approach of adjusting behavior
 - C. Ability of human beings to change relationship to their vicinity
 - D. Behavior that affects a person's functioning
5. The following are examples of challenges of BCC programmes, which one is not?
 - A. Limited training resources
 - B. Sustainability

- C. Poor linkages
D. Enhanced coordination
6. Pre-testing of media messages and themes in BCC can evaluate the following except?
A. Persuasion
B. Attitude
C. Understanding
D. Lure
7. An example of individual theory is
A. Diffusion of innovation theory
B. Theory of planned behavior
C. Social cognitive theory
D. Social practice theory
8. A behavior change theory that suggest that a person health behavior is determined by the intention to perform behavior is
A. Health belief model
B. Theory of planned behavior
C. Social practice theory
D. Diffusion of innovation theory
9. Under behavior change continuum, which step highlights the need to keep providing both information and improved access to the intended service to persons in the society
A. Not aware step
B. Aware step
C. Motivated step
D. Concerned step
10. Which step of behavior change articulates about a client seeing the need to undertake a test or even go for regular HIV testing in the future?
A. Aware step
B. Concerned step
C. Motivated step
D. Knowledge step
11. Which of the following BCC assessments is not a qualitative method?
A. Key informant interviews
B. Direct observation
C. Focused group discussion
D. Semi experimental
12. Which of the following is the best mass method of health education?
A. Demonstration
B. Exhibition
C. Symposium
D. Role playing
13. Which of the following is a key principle of principle of effective behavior change communication
A. Focusing only on information dissemination
B. Modellling desired behaviours and providing practice opportunities
C. Assuming the audience has all the necessary knowledge and skills
D. Implementing a one size-fits-all communication strategy
14. The 'information –motivation-behavioural Skills' model suggests that behavior change is influenced by three key factors. Which of the following is not one of them?
A. Information about the behavior
B. Social support systems
C. Motivation to perform behavior
D. Behavioural skills to perform the behavior

15. Which of these steps is the first in the process of developing a BCC strategy?
- A. Implementation and monitoring
 - B. Analysis
 - C. Evaluation and replanning
 - D. Strategic design
16. Which of the following is a core principle of effective BCC?
- A. Cultural insensitivity
 - B. Lack of stakeholder involvement
 - C. Participation of the community
 - D. Ignoring the social and cultural conditions of the audience
17. Which of the following is a barrier to communication?
- A. Noise
 - B. Language
 - C. Level of education
 - D. All of the above
18. What is the final stage in the Trans theoretical model of behavior change?
- A. Preparation
 - B. Action
 - C. Maintenance
 - D. Termination
19. Which of the following models describes a process of counselling a patient about behavior change in a busy practice setting using a step-by-step approach?
- A. Information-motivation-behavioural skills model
 - B. Trans-theoretical model (stages of change)
 - C. The 5As model (Ask, Assess, Advice, Agree and Assist)
 - D. Social-Ecological Model
20. What is the first step in developing a BCC strategy?
- A. Implementation and monitoring
 - B. Analysis
 - C. Strategic design
 - D. Evaluation and re-planning

Section II

- i.** State five behavior change communication goals. (5 marks)
- ii.** State five guiding principles of behavior change communication. (5 marks)
- iii.** State five instances where interpersonal communication may be the most appropriate channel to relay behavior change communication information. (5 marks)
- iv.** Outline five advantages of using social media for disseminating social behavior change. (5 marks)
- v.** State five limitations of the Trans-theoretical model when used in public health. (5 marks)
- vi.** Highlight five motivational factors in health behavior. (5 marks)

Section III

- I. Discuss five cultural aspects of communication and attitude change. (10 marks)
- II. Describe the stages of behaviour change as described by Prochaska. (10 marks)

