



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT
BSC COMMUNITY HEALTH PRACTICE
END OF THIRD SEMSTER EXAMINATION SEPTEMBER-DECEMBER 2025

HMD 324: Health Promotion

TIME: Two (2) Hours

DATE: December 2025 **Start:**

Stop:

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: ANSWER ALL QUESTIONS

(30 Marks)

1. Define health promotion according to the Ottawa Charter conference report. (2 Marks)
2. State four principles of health promotion. (4 Marks)
3. Mention four historical happenings that contributed to health promotion in its current form. (4 Marks)
4. Outline two reasons why social determinants of are essential in health promotion. (2 Marks)
5. Differentiate health promotion from health education. (4 Marks)
6. Enumerate three elements of effective health promotion interventions. (3 Marks)
7. List three major challenges facing health systems in Africa. (3 Marks)
8. Highlight the five action areas of health promotion agreed upon in 1986. (5 Marks)
9. Identify two roles of effective advocacy in health promotion. (2 Marks)
10. State one reason why monitoring and evaluation is essential in health promotion. (1 mark)

SECTION B

LONG ANSWER QUESTIONS: ANSWER ANY TWO (2) QUESTIONS (40 Marks)

11. Analyse ten ways in which social, cultural, and economic determinants influence the success of health promotion programmes. (20 Marks)
12. The Biomedical Model approach dominates the organisation and delivery of health services.
 - a. Discuss three advantages and two disadvantages of the Biomedical Model in the organisation and delivery of community-based health promotion services. (10 marks)
 - b. Explain the advantages of introducing Bio-Psycho-Social model to address hypertension in the community (10 Marks)
13. Discuss the significance of the five health promotion action areas in improving health interventions. (20 marks)