



PAN AFRICA CHRISTIAN UNIVERSITY

MAY 2022 TRIMESTER EXAM

DCO 402: HEALTH COMMUNICATION (Degree, COMMUNICATION)

ROYSAMBU & VALLEY ROAD (DAY/EVENING)

Time 3hrs.

Instructions: Answer ALL questions in SECTION A and any other THREE questions in SECTION B

SECTION A (10 marks)

1. Answer ALL of the following questions:

Imagine you are a program officer tasked with advocating health messages to a community plagued with malaria. Develop a relevant Monitoring and Evaluation plan that would help in ensuring the success of the project (10 marks)

SECTION B (30 marks)- Answer any THREE of the following questions:

2. While using relevant examples, discuss the tenets of any **two** theories of health communication (10 marks)
3. Discuss the importance of community mobilization as applied in any two health-related campaigns (10 marks)
4. a) Explain what situation analysis is (2 marks)
b) Using **four** relevant illustrations, highlight the importance of conducting an audience profile for a health communication programme (8 marks)
5. Illustrate **five** ways in which medical professionals apply the tenets of health communication in their field (10 marks)

