



# MASENO UNIVERSITY

## UNIVERSITY EXAMINATIONS 2011/2012

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR  
THE DEGREE OF MASTER OF ARTS IN  
COMMUNICATION STUDIES  
(MAIN, CITY & HOMABAY CAMPUSES)

**ACM 809: COMMUNICATION AND BEHAVIOUR  
CHANGE**

*Date: 3<sup>rd</sup> May, 2012*

*Time: 2.00 – 5.00 p.m.*

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**MASTERS**  
**Department of Communication and Media Technology**

**ACM 809: COMMUNICATION AND BEHAVIOUR CHANGE**

**Answer questions ONE and any other TWO questions. Duration: 3hrs**

1. (a) Using behaviour change models and theories, explain some of the factors which may influence effective behaviour change.(20marks)  
  
(b) Explain the significance of self-efficacy in behaviour change process.(10marks)
2. Behaviour change process cannot be explained using one theory. Discuss.(15marks)
3. As an advocate for the rights of the girl child in West Pokot in Kenya explain some of the socio-cultural factors which may hinder the abolition of FGM and how you would use communication to overcome them.(15marks)
4. With examples explain the role of behaviour change communication in the society.(15marks)
5. Most social marketing campaigns have failed because of the organizational- centered approach. Discuss.(15marks)