

**BACHELOR OF PHARMACY HONOURS
FMU3205 – HEALTH COMMUNICATION– LEVEL 3
FINAL EXAMINATION
DURATION: TWO HOURS**

DATE: 17TH AUGUST 2021

TIME: 1.30 P.M. – 3.30 P.M.

Part B – Short Answer Questions (20 marks)

1. Answer all parts.

1.1 Define “mass communication”. (03 marks)

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1.2 List four (04) features of a mass audience. (04 marks)

1
2
3.....
4

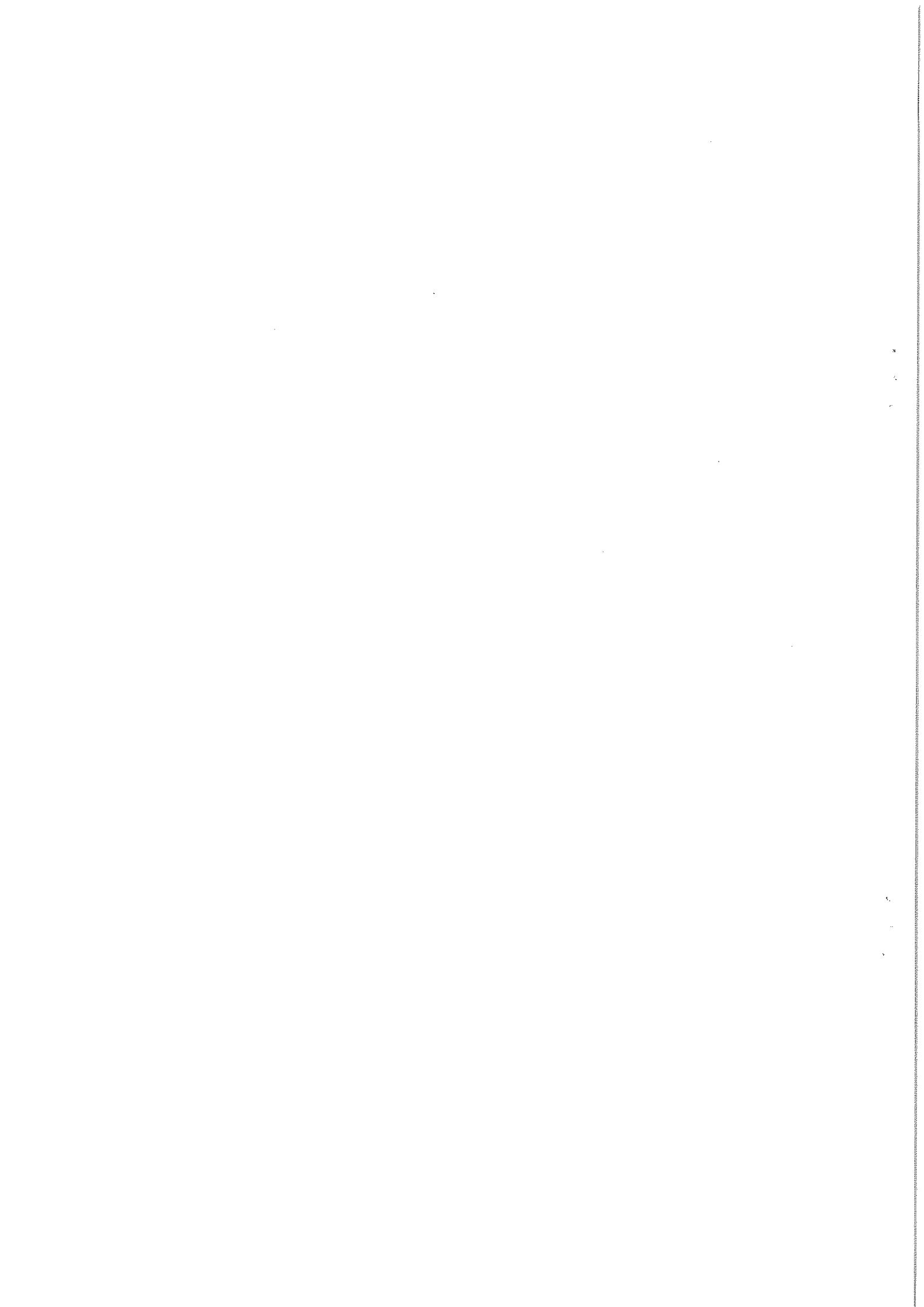
1.3. Give three (03) examples of mass communication. (03 marks)

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2
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2. Answer all parts.

2.1 List four (04) features of a good report. (04 marks)

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2.2 Briefly explain the inductive order of writing.

(04 marks)

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2.3 What is the difference between inter-personal and intra-personal communication?

(02 marks)

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Part C – Structured Essay Questions - 60 marks

1. Answer all parts.

1.1. Define “one way communication”. (04 marks)

1.2. Briefly explain with examples “the different types of noise that disrupts the process of communication”. (16 marks)

1.3. Briefly discuss with an example “the importance of non-verbal communication to a healthcare professional”. (10 marks)

2. Answer all parts.

2.1. Mr. Kamal is a patient newly diagnosed with diabetes. You are to counsel this patient on his newly prescribed drugs as the ward pharmacist. Briefly explain how you would actively engage Mr. Kamal in the communication process.

(15 marks)

2.2. Active listening, reflective listening and empathetic listening are three types of effective listening. Briefly discuss the importance of these three, giving examples.

(15 marks)