

Course No: HSM2205  
Health Education & Promotion  
Date: 28/11/2017  
No. of Questions: (3)  
Time: 1 hours  
Using Calculator (No)

University of Palestine



2<sup>nd</sup> Midterm Exam  
First Semester  
2017/2018  
Total Grade:30

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Using Dictionary (No)

**First Question:  
True Or False :**

**( 10 marks)**

1. The theory should be chosen based on the topic and the target population .
2. Interpersonal relationship concept concentrates on individual characteristics such as, knowledge and beliefs.
3. Theoretically change in knowledge leads to change in behavior.
4. In health education no one theory is suitable for all cases.
5. Behavioral capabilities the most important factor in behavior change through the cognitive social theory.
6. Public health communication should represent an ecological perspective and foster multilevel strategies.
7. In EPPM the danger control is inner focused and away from solution.
8. The effect of communication messages depends on the characteristics of audiences.
9. Health behavior theories considered as a compass to identify suitable target audiences.
10. The knowledge is a sufficient factor to change in behavior.

1	2	3	4	5	6	7	8	9	10

**Second Question :**

**(5 marks)**

**Choose the correct answer:**

1. ----- means confidence in ability to take action and persist in action.
  - a) Behavioral capability
  - b) Perceived severity
  - c) Observational learning
  - d) Self-efficacy
2. In this model people who are threatened will take one of two action either danger or fear control.
  - a) Rational model
  - b) Planned behavior model
  - c) Health belief model
  - d) EPPM model
3. Incorporate the basic part of social learning theory but adds the principles of observational learning.
  - a) Social learning theory
  - b) Planned behavior theory
  - c) Social cognitive theory
  - d) Communication theory

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4. Behavior change is viewed as a progression through five stages. In -----
  - a) Planned behavior theory
  - b) Transtheoretical model
  - c) Activated health education model
  - d) Health belief model
5. The model strives to encourage positive and prevent negative health behavior choices.
  - a) EPPM model
  - b) Rational model
  - c) Health belief model
  - d) Planned behavior

### Third question: Discussion

(15 marks)

#### 1. The common components of health education planning models:

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

6) \_\_\_\_\_

#### 2. Numerate the five stages of the transtheoretical model of change.

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

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3. According to social cognitive theory , three main factors will change health behavior:

1)\_\_\_\_\_

2)\_\_\_\_\_

3)\_\_\_\_\_

4. The chosen theory should be :

1)\_\_\_\_\_

2)\_\_\_\_\_

3)\_\_\_\_\_

4)\_\_\_\_\_

5. The factors that affect people`s beliefs or behavior to hear a communication message through a communication theory:

1)\_\_\_\_\_

2)\_\_\_\_\_

3)\_\_\_\_\_

4)\_\_\_\_\_

*With all my wishes*

*Good Luck*