



**RAJARATA UNIVERSITY OF SRI LANKA  
FACULTY OF APPLIED SCIENCES, MIHINTALE**

**B.Sc. (General) Degree in Health Promotion  
Third Year – Semester I Examination – October/November 2015**

**HPT 3110 – COMMERCIAL INFLUENCES ON HEALTH**

**Time: 1 ½ hours**

**Answer all three (03) questions.**

Library  
Faculty of Applied Sciences  
Rajarata University of Sri Lanka  
Mihintale.

1. a) Briefly describe four (4) commonly used fast food promotion strategies in Sri Lanka.  
(20 Marks)
- b) Discuss the barriers to address commercial strategies used to promote fast food in an urban community.  
(30 Marks)
- c) Explain the steps that you would take to strengthen community action to counteract above commercial influences.  
(50 Marks)
2. a) Discuss the difference between “Commercial Marketing” and “Social Marketing”.  
(40 Marks)
- b) It has been revealed that road traffic accidents are on the rise and it poses a significant health threat to the country. Design a campaign to reduce road traffic accidents, based on essential components of social marketing.  
(60 Marks)
3. a) Explain the term “framing” in media by giving suitable examples.  
(40 Marks)
- b) Explain major steps on media advocacy campaign in order to reduce child abuse in Sri Lanka.  
(60 Marks)