



RAJARATA UNIVERSITY OF SRI LANKA
FACULTY OF APPLIED SCIENCES, MIHINTHALE

B.Sc. (General) Degree in Health Promotion
Third Year – Semester I Examination – October/November 2014

HPT 3110 – COMMERCIAL INFLUENCES ON HEALTH

Time: 1 ½ hours

Answer all (03) questions.

1. a. Discuss, giving examples, the major ways in which commercial pressures influence maternal and child health. **(60 marks)**
b. Explain three ways of counteracting harmful commercial influences. **(40 marks)**
2. Social marketing is the systematic application of marketing concepts and techniques to achieve specific behavioral goals for social good.
a. Explain the essential components of social marketing. **(60 marks)**
b. Explain how social marketing can lead to voluntary behavioral change. **(40 marks)**
3. Write notes on following topics.
a. Media advocacy **(30 marks)**
b. Pre-testing of materials. **(30 marks)**
c. Nutritional claims of food advertising. **(40 marks)**

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