



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

**B.Sc. (General) Degree in Health Promotion  
Third Year- Semester I Examination – November /December 2016**

**HPT 3110 – COMMERCIAL INFLUENCES ON HEALTH**

**Time: One and half (1 ½) hours**

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

1. "Addressing the spread of Non Communicable Diseases (NCD), is a universal challenge."
  - a) Explain how commercial marketing influence the spread of NCDs in communities. (50 marks)
  - b) Describe the methods that are used to minimize the impact of strategies used by commercial industries which promote the spread of NCD. (50 marks)
2. a) Give an account on health claims used by food and beverage industry. (60 marks)
  - b) Discuss the beneficial influence of commercial marketing in addressing human health. (40 marks)
3. a) Explain activities which can be used in media advocacy. (40 marks)
  - b) Design a media advocacy campaign on violence against women. (60 marks)

**END**