



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

**B.Sc. (General) Degree in Health Promotion
Third Year – Semester I Examination – March/April, 2014**

HPT 3110 - COMMERCIAL INFLUENCES ON HEALTH

Time: 1 ½ hours

Answer all three (03) questions

Illustrate your answers with labeled diagrams where appropriate.

1. a) 'Tobacco industry target human beings using their gender, age, ethnicity and desires'.
Critically discuss the above statement using relevant examples.
(50 marks)
 - b) Design a programme to strengthen a given community to deal with the influences of alcohol trade. Emphasize how you would address prevailing beliefs and behaviours in relation to alcohol in that community.
(50 marks)
2. a) Name an innovative tool that your field group has developed to address an identified health issue in your field.
(10 marks)
 - b) Explain how the tool which you have mentioned in section (a) would address the particular health issue.
(30 marks)
 - c) Analyze the importance of 'pretest' in developing communication materials.
(60 marks)
3. Write short notes on the following.
 - a) Indirect methods used in promoting commercial interests *(50 marks)*
 - b) Compare framing for access and framing for content in media advocacy *(50 marks)*