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Faculty of Applied Science
Rajarata University of Sri Lanka
Mihintale.

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

**B.Sc. (General) Degree in Health Promotion
Third Year – Semester I Examination – February/March, 2013**

HPT 3110 - COMMERCIAL INFLUENCES ON HEALTH

Time : 1 ½ hours

Answer all three (03) questions

Illustrate your answers with labeled diagrams where appropriate.

1. In a final opinion of a case filed by the United States government against a Tobacco Company, a District Court Judge has stated that, "From the 1950s to the present, different defendants, at different times and using different methods, have intentionally marketed to young people under the age of twenty-one in order to recruit 'replacement smokers' to ensure the economic future of the tobacco industry."
 - a) Discuss the above statement using examples from national and international context. (50 marks)
 - b) Explain the steps that you will take to strengthen a community to counteract commercial influences of the tobacco trade. (50 marks)
2.
 - a) Giving a health related example, explain the term 'framing' with reference to media advocacy. (40 marks)
 - b) Explain major steps of a media advocacy campaign you would like to design to reduce sexual violence against women. (60 marks)
3. Write short notes on the following.
 - a) Social Marketing vs. Commercial Marketing (25 marks)
 - b) Customer value (25 marks)
 - c) Health claims (25 marks)
 - d) Methods of pretesting (25 marks)