



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

**B.Sc. (General) Degree in Health Promotion  
First Year – Semester II Examination – October/November 2017**

**HPT 1212 - COMMERCIAL INFLUENCES ON HEALTH**

**Time: Two (02) hours**

**Answer ALL questions.**

1. a) List **five (05)** different ways in which processed food products are promoted to consumers. **(20 marks)**  
 b) Discuss how such methods influence consumers' behaviour. **(40 marks)**  
 c) Describe briefly the possible harmful effects of consuming processed foods in the market. **(40 marks)**
2. a) Explain the process of developing health communication material aimed at the general public. **(50 marks)**  
 b) Discuss the steps in pre testing such material after development. **(50 marks)**
3. a) Briefly describe the negative effects of mass media on mental wellbeing. **(40 marks)**  
 b) Explain giving examples how you would counter the major negative effects of electronic media on mental wellbeing. **(60 marks)**
4. a) Explain the importance of 'Social Marketing' as a public health intervention. **(50 marks)**  
 b) Describe a social marketing campaign you will launch to prevent alcohol use among university students. **(50 marks)**

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