



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

**Bachelor of Science in Health Promotion
Third Year – Semester I Examination – July/August 2023**

HPT 3202 – COMMERCIAL INFLUENCES ON HEALTH

Time: Two (02) hours

Answer ALL questions.

1. a) Discuss the differences between commercial marketing and social marketing. (50 marks)
 b) Describe the process of employing social marketing strategies to decrease road traffic accidents in Sri Lanka. (50 marks)
2. a) Describe **four (04)** common methods used in promoting commercial interests. (40 marks)
 b) Explain using examples how commercial industries influence the value and perception of public to purchase their products. (60 marks)
3. a) State **five (05)** strategies used by industries in promoting energy dense food and beverages. (20 marks)
 b) Outline an intervention to address one of the methods mentioned in above 3.(a). (40 marks)
 c) Explain how the concept of corporate social responsibility is used by unhealthy businesses to promote their image. (40 marks)
4. a) Define the term Corporate Political Activity (CPA). (10 marks)
 b) Analyze giving examples the statement " Commercial entities are using the social media to promote their products". (45 marks)
 c) Discuss **three (03)** main strategies to minimize the industrial impact on unhealthy food consumption among school children. (45 marks)

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