



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF HEALTH, APPLIED SCIENCES AND NATURAL RESOURCES

DEPARTMENT OF HEALTH SCIENCES

QUALIFICATION : BACHELOR OF HUMAN NUTRITION	
QUALIFICATION CODE: 08BOHN	LEVEL: 7
COURSE CODE: NNA721S	COURSE NAME: NUTRITION ANTHROPOLOGY
SESSION: NOVEMBER 2022	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 107

FIRST OPPORTUNITY QUESTION PAPER	
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INSTRUCTIONS
1. Answer ALL the questions. 2. Write clearly and neatly. 3. Number the answers clearly.

PERMISSIBLE MATERIALS

NONE

THIS MEMORANDUM CONSISTS OF 4 PAGES (Including this front page)

SECTION A

QUESTION 1

(4 MARKS)

Evaluate the following statements in each numbered section and select the most appropriate answer from the given possibilities. Write the appropriate letter next to the number of the statement/phase in the ANSWER BOOK. *(Each question carries 1 mark.)*

- 1.1 During which stage of behavioural change do people adopt a recommended behaviour through increased preference to perceived benefits and reduced perceived barriers:
- a. Stage one
 - b. Stage two
 - c. Stage three
 - d. Stage four
- 1.2 Under which circumstances should a law be used to change people's behaviour:
- a. When communication channels are limited in number
 - b. In remote areas where people have limited access to information and therefore must be forced to adopt a recommended behaviour
 - c. When behavioural change messages are developed but not pretested
 - d. In terms of insecurity when government has no other means but to force people to adopt a recommended behaviour
 - e. None of the above
- 1.3 During which stage of behavioural change do people adopt a recommended behaviour on the basis of information received:
- a. Stage one
 - b. Stage two
 - c. Stage three
 - d. Stage four
- 1.4 In public health approach of health communication, the host can be referred as:
- a. Target audience
 - b. Communication channel
 - c. Program employees
 - d. Policy makers

QUESTION 2

(11 MARKS)

Assess the following statements and decide whether they are **true or false**. Write only the number of the question and next to it indicate your answer as **true or false** in the ANSWER BOOK. (Each question carries **1 mark**)

- 2.1 Nutrition anthropologists tend to explore the relationship between nutrition and socio-cultural processes.
- 2.2 Ovo-vegetarian consumes dairy products but not eggs.
- 2.3 Secondary foods can be considered as ones widely consumed and on a daily basis.
- 2.4 Dietary acculturation can be referred to as the process that occurs as members of a majority group adopts the food pattern of the host country.
- 2.5 Idea system is part of the ecological model of food and nutrition.
- 2.6 Food culture is instinctive and learned.
- 2.7 People personality can be associated with the nature of their food choices.
- 2.8 Log frame indicates causal linkages between the key parameters of the project.
- 2.9 Social marketing is effective amongst people that need to be convinced to adopt a recommended behaviour.
- 2.10 In social marketing, formative research is done before a program is designed and implemented.
- 2.11 The use of scare tactics is important in social marketing campaign to persuade the target audience to adopt a recommended behaviour.

SECTION B

QUESTION 3

(34 MARKS)

- 3.1 Explain the following terms and concepts:
 - 3.1.1 Nutrition transition (2)
 - 3.1.2 Food systems (2)
 - 3.1.3 Dietary acculturation (2)
 - 3.1.4 Nutrition Anthropology (2)
 - 3.1.5 Theory of Reasoned Action (2)

- 3.1.6 Social marketing (2)
- 3.2 Explain the five (5) historic patterns of nutrition (10)
- 3.3 Explain six (6) elements of social marketing programs. (12)

QUESTION 4

(38 MARKS)

- 4.1 Explain five (5) advantages of formative research (10)
- 4.2 Explain three (3) items to consider when choosing a communication channel (6)
- 4.3 Explain the six (6) elements of the ecological model of food and nutrition (12)
- 4.4 Explain five (5) ways nutrition transition has contributed to rise in the prevalence of nutrition related chronic diseases of lifestyle (10)

SECTION C

QUESTION 5

(20 MARKS)

- 5.1 Outline three (3) characteristics of western diets (3)
- 5.2 Explain the term double burden of malnutrition (2)
- 5.3 Outline (5) advantages of consuming healthier diet (5)
- 5.4 Explain how globalization has influenced people food culture (4)
- 5.5 Outline four (4) ways health communication can be used in the community (4)
- 5.6 Explain how food taboos can lead to malnutrition in children and women of child bearing age (2)

GOOD LUCK!!!