



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4413: PUBLIC COMMUNICATION CAMPAIGN**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE: Pick Date May 2016**

## **Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other **TWO** questions.

**Do not write on the question paper.**

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## **Question ONE**

- a
  - i Briefly explain what you understand by 'Public Communication Campaigns' (2 marks)
  - ii Explain the TWO main types public campaigns. (6 marks)
- b
  - i Explain any FOUR types of evaluations for public campaigns (12 marks)
  - ii Explain any FOUR obstacles and stumbling blocks of public communication campaign. (8 marks)

## **Question TWO**

Discuss any FIVE factors that influence behavior change. (20 marks)

## **Question THREE**

Use illustrations to explain how the following theories influence public communication campaign:

- a. Theory of Reasoned Action (10 marks)
- b. Social Cognitive Theory (10 marks)

## **Question FOUR**

Discuss FOUR ways in which 'Trans-theoretical Stages of Change' model works in public campaigns. (20 marks)

## **Question FIVE**

Discuss any FOUR characteristics of effective campaigns. (20 marks)