



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(YIV, SII)

BMC 4413: PUBLIC COMMUNICATION CAMPAIGN

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
 - Section A is **Compulsory**.
 - Answer any other **Two** questions in Section B.
- This paper consists of Two printed pages*

SECTION A (Compulsory)

QUESTION 1

- a) Describe **THREE** methods of programme monitoring. **(6 marks)**
- b) Differentiate between quantitative and qualitative research. **(4 marks)**
- c) Define KAPB survey. **(2 marks)**

QUESTION 2

- a) Highlight **THREE** types of evaluation. **(6 marks)**
- b) Describe **THREE** communication activities. **(6 marks)**
- c) Describe the role of messengers in public communication campaign. **(6 marks)**

SECTION B (Answer any Two Questions)

QUESTION 3

You have been assigned the task of formulating a campaign for urging mothers in Shimba hills to visit prenatal clinics. Using the stages of change theory (TTM). Discuss how you would form messages and tactics for this campaign. **(20 marks)**

QUESTION 4

Discuss the steps one takes in carrying out an evaluation of a campaign. **(20 marks)**

QUESTION 5

Giving examples discuss the **TWO** strategic communication approaches. **(20 marks)**