



# TECHNICAL UNIVERSITY OF MOMBASA

## SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

Select department

### 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.**

#### Question ONE

- a
- i Explain what you understand by 'Public Communication Campaigns' (2 marks)
  - ii Explain the TWO main types public campaigns. (6 marks)
- b Use relevant examples to describe in detail the strategies one could use in a campaign to achieve the following:
- i Individual Behaviour change. (10 marks)
  - ii Public will campaign. (10 marks)

## **Question TWO**

Use illustrations to describe TWO aspects of the framework that one could use in designing a public communication campaign. (20 marks)

## **Question THREE**

It is argued that 'knowledge' alone does not alter behavior'. Raise FIVE arguments in support of and against this statement . (20 marks)

## **Question FOUR**

Use examples to describe any FOUR types of evaluations of public communication campaign. (20 marks)

## **Question FIVE**

- a) Describe any FIVE challenges faced in public communication campaign. (10 marks)
- b) Suggest solutions for each challenge described above (10mks)