



TECHNICAL UNIVERSITY OF MOMBASA

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.

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)