



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

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES: SEPT. 2017

TIME: 2 HOURS

DATE: Pick Date 2017

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 Explain the importance of the following in 'Public Communication Campaigns'
- i Purpose
 - ii Scope
 - iii Maturity (6 marks)
- b. Explain any FOUR ambiguities that might hinder the success of any Public Communication Campaign. (8 marks)
- b Explain the strategies you would use in a campaign to achieve the following:
- i Individual Behaviour change. (8 marks)
 - ii Public will campaign. (8 marks)

Question TWO

'Evaluation is key to any campaign'. Identify and describe any FOUR types of evaluations of public communication campaign. (20 marks)

Question THREE

Discuss any FIVE challenges faced in the execution of public communication campaign. (20 marks)

Question FOUR

'Knowledge' alone does not alter behavior'. While giving relevant examples, discuss whether you agree with this statement or not. (20 marks)

Question FIVE

Describe in detail any TWO aspects of the framework that one could use in designing a public communication campaign. (20 marks)