



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

BMC 4317 : PUBLIC OPINION AND PERSUASION

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

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 Three printed pages***
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SECTION A (Compulsory)

QUESTION 1

- a) Write brief notes on each of the following:
- i) How to measure public opinion (4 marks)
 - ii) Issues involved in the sampling process (4marks)
 - iii) Response bias. (4marks)
 - iv) The benefits of public polling (4marks)
 - v) Disadvantages of public polling (4marks)

- b) Define the following terms.

- i) Public (1mark)
 - ii) Opinion (1mark)
 - iii) Public opinion (1mark)
 - iv) Public polling (1marks)
 - v) Group influence (1mark)
- c) Briefly explain the importance of measuring public support for policy change. (5marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) The goal of persuasion is to change someone's behavior. Explain. (10 marks)
- b) Describe the four phases of a persuasion campaign in a formal organization. (10marks)

QUESTION 3

Describe the different types of agencies which formulate public opinion. (20 marks)

QUESTION 4

- a) Explain FIVE ways in which the mass media influence public opinion. (10 marks)
- b) Outline a ten point strategy for a successful negotiation. (10marks)

QUESTION 5

- a) Describe the role of parent in persuasion in precession in your description include the kind of examples parents do set for their own children. (10marks)
- b) Name five functions of nonverbal messages and briefly explain each of them. (10marks)