



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR  
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES  
BACHELOR OF SCIENCE IN COMMUNICATION &  
PUBLIC RELATIONS/JOURNALISM**

**COURSE CODE: CPR 3105-1  
COURSE TITLE: COMMUNICATION AND SOCIAL  
INFLUENCE**

**DATE: 6TH DECEMBER, 2022**

**TIME: 1430-1630**

---

## **INSTRUCTIONS TO CANDIDATES**

Answer questions ONE and any other TWO.

*This paper consists of 2 printed pages. Please turn over.*

1.(a) Define the following terms and discuss their role in relevance in communication and social influence. (10mks)

- i i. Behaviour analysis
- ii ii. Behaviour change
- iii iii. Formative research

(b) What in your views is social influence and what are the strategies for social influence? (10mks)

2. Discuss two theories of social influence (15mks)

3. Discuss the meaning of the following terms;

(a) Communication planning

(b) Implementation

(c) Monitoring

What is their relevance in communication and social influence course? (15mks)

4. What do you understand by the term “traditional media”? (15mks)

5. What is advocacy policy change and social change? Explain the role of each in communication and social influence (15mks)

6. Discuss the following terms and explain their relevance in communication and social influence; (15mks)

- i i. Formative research
- ii ii. Behaviour analysis
- iii iii. Behaviour change process

///END///