



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES & CREATIVE INDUSTRIES**

COURSE CODE: CPR 3103-1

**COURSE TITLE: PUBLIC COMMUNICATION
CAMPAIGN**

DATE: 5/12/ 2023

TIME: 0830-1030 HRS

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** and any other **TWO** questions

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

QUESTION ONE

- a). What do you understand by public communication campaigns? **(2MKS)**
- b). Discuss only 3 steps that are involved in the generation an effective public campaign message on any issue of concern. **(10MKS)**
- c). What factors would you consider when evaluating public campaign communication? **(3MKS)**

QUESTION TWO

Using a topic of your choice, write two paragraphs of an effective communication campaign message. **(15MKS)**

QUESTION THREE

Using examples, explain the following terms as they are used in campaign communication.

- i.** Targeting and segmentation **(3MKS)**
- ii.** Fund raising and budgeting **(3MKS)**
- iii.** Traditional media **(3MKS)**
- iv.** Mass media **(3MKS)**
- v.** Social media **(3MKS)**

QUESTION FOUR

Discuss the role of interactive media in communication campaigns **(15MKS)**

QUESTION FIVE

Discuss any theory of public communication campaign **(15 MKS)**

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