



# **MAASAI MARA UNIVERSITY**

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

**SCHOOL OF ARTS AND SOCIAL SCIENCES  
BSc COMMUNICATION & PUBLIC  
RELATIONS/JOURNALISM**

**COURSE CODE: CPR 3103-1  
COURSE TITLE: PUBLIC COMMUNICATIONS  
CAMPAIGN**

**DATE: 6<sup>TH</sup> DECEMBER, 2022**

**TIME: 0830-1030**

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**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE AND ANY OTHER ONE QUESTIONS**

## **QUESTION ONE**

A. Explain the importance of audience segmentation for public communication campaigns. **(10 Marks)**

B. Describe five adopter categories in the Diffusion of Innovation Theory.

**(10 Marks)**

C. Explain five challenges that may be encountered when using entertainment education (E-E) to transmit specific health advice. **(10 Marks)**

## **QUESTION TWO**

A. Explain the significance of health communication campaigns using mass communication and behavior change theory as a basis for campaign design.

**(10 Marks)**

B. The challenge to politics from the growing centrality of the Mass media and the rise of 'media logic' have taken several forms. Outline these forms.

**(10 Marks)**

## **QUESTION THREE**

A. Explain five benefits of the internet for democratic politics. **(10 Marks)**

B. Outline the typical elements and sequence of a public campaign. **(10 Marks)**

## **QUESTION FOUR**

A. Identify and characterize the main forms of political communication effects which can be considered during campaigns. **(10 Marks)**

B. Media advocacy differs in many ways from traditional public health campaigns. Explain these differences.

## **QUESTION FIVE**

A. Describe the unintended adverse consequences of campaigns. **(10 Marks)**

B. Explain five reasons why a public communication campaign may fail to achieve its intended objectives. **(10 Marks)**

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