



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF ARTS, HUMANITIES SOCIAL SCIENCES &
CREATIVE INDUSTRIES
BACHELOR OF ARTS IN LANGUAGE AND
COMMUNICATION (CORPORATE COMMUNICATION)**

**COURSE CODE: LAC 4216
COURSE TITLE: COMMUNICATION PLANNING AND
MANAGEMENT**

DATE: 17/4/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

- Question One is Compulsory
- Answer Any Other

This paper consists of 3 printed pages. Please turn over.

QUESTION ONE

You have been appointed the communication manager of Kenya Medical Supplies Authority (KEMSA). The institution has been appearing in the press over claims of mismanagement and corruption in the management of drugs supplies. You have been instructed to develop a corporate communication plan for the organization.

- i. Describe the type of research you will apply for the corporate communication plan. **[4 Marks]**
- ii. Develop a broad goal for your communication plan. **[3 Marks]**
- iii. Identify four key publics for your plan. **[4 Marks]**
- iv. Select one of the publics and write an objective for your communication plan. **[3 Marks]**
- v. Write two strategies for the publics identified and explain how you will work towards your objective. **[6 Marks]**
- vi. Write your message for the publics identified. **[3 Marks]**
- vii. Identify three tactics that you will employ to execute your strategies. **[3 Marks]**
- viii. Explain how you intend to evaluate your communication plan. **[4 Marks]**

QUESTION TWO

Discuss the following line and staff management functions of public relations and explain how a PR practitioner can establish the technician or manager levels in an organization:

- a) Communication Technician
- b) Communication Facilitator
- c) Problem-Solving Facilitator
- d) Expert Prescriber

[20 Marks]

QUESTION THREE

Explain the management of relationships by a public relations manager at the workplace through consensus building, consulting skills and negotiation skills.

[20 Marks]

QUESTION FOUR

Using appropriate illustrations from the corporate world, discuss the four-step public relations process.

[20 Marks]

QUESTION FIVE

Explain the ethical decision-making process using appropriate illustrations from the corporate world applied by PR professionals to solve ethical dilemmas.

[20 Marks]