



# **MAASAI MARA UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

***THIRD YEAR / FIRST SEMESTER***

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

**BACHELOR OF COMMUNICATION AND PUBLIC  
RELATIONS**

**COURSE CODE: CPR 3105-1**

**COURSE TITLE: COMMUNICATION AND SOCIAL  
INFLUENCE**

**DATE: DECEMBER 2023**

**TIME:**

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**INSTRUCTIONS TO CANDIDATES**

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

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

## **QUESTION ONE**

Behaviour change communication ultimately targets a change in the behaviour of the target population. Even when it is carried out effectively, there are other factors that may hinder behaviour change in individuals and in the society as a whole. Discuss six factors.

**(15 MARKS)**

b. "Media campaigns are ineffective if they are not supported by interpersonal influence" (Clark, 1999). Explain this statement.

**(5MARKS)**

## **QUESTION TWO**

Discuss four factors one should consider when carrying out an audience analysis so as to develop and design effective messages and materials for the target audience. **(10MARKS)**

Explain how the social learning theory can be employed in the reinforcement of behaviour.

**(5MARKS)**

## **QUESTION THREE**

Briefly discuss the key tenets of health belief model in relation to its influence on behaviour. **(15MARKS)**

## **QUESTION FOUR**

There are individuals in the society who smoke a number of cigarettes per day but believe that smoking seriously damages health.

i) Identify ONE theory that best explains this situation. **(2MARKS)**

ii) Describe, in THREE ways, how an individual can minimize discomfort according to the theory identified in (a) above. **(13MARKS)**