



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

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

COURSE CODE: CPR 4204

**COURSE TITLE: COMMUNICATION CAMPAIGN
AND EVALUATION**

DATE: 20/4/2023

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATES

QUESTION ONE AND ANY OTHER TWO.

1. (a) Explain the importance of planning in co-operate communication and evaluation. (8mks)
- (b) Discuss any three stages of campaign planning. (2mks)
- (c) Identify any one communication theory and its role in setting campaign objectives. (5mks)
- (d) How does one describe prioritize and target publics in the context of any campaign? (5mks)
- (e) Discuss how you can construct the campaign context, craft and present campaign messages. (10mks)
2. Explain the following in the context of corporate communication, campaigns and evaluation.
- (a) Developing a campaign strategy.
- (b) Developing campaign tactics.
- (c) Different tactics for different campaigns.
- (d) Task planning techniques and the nature and the importance of research and evaluation in public relations.
- (e) The benefits of evaluation in co-operate communication. (20mks)
3. Discuss the importance of qualitative methods in measuring and evaluation.
4. What in your view is secondary research? 05 MKS
- Discuss its importance in the context of corporate communication campaign and evaluation 15 MKS.
5. What do you understand by task planning techniques in co-operate communication campaigns and evaluation? (20mks)

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