



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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