



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN
COMMUNICATION

SEPTEMBER-DECEMBER 2025 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE: COM404

COURSE TITLE: PRINCIPLES OF COMMUNICATION STRATEGIES

EXAM DATE:

TIME:

DURATION: 3 HOURS

ONLINE

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer question ONE and any other THREE Questions
- All other PAC University examination rules and regulations apply

Section A

Question 1 (Compulsory) 10 marks

Assume you are a customer relations representative for an Internet service provider company in Nairobi. A client calls to complain about an unstable internet connection that has lasted a week. You have identified the communication model you would apply to effectively communicate with the customer to resolve the issue.

- i. Identify and evaluate the appropriateness of the of communication model (4 marks)
- ii. Demonstrate two ways in which you would engage the customer and still maintain a positive relationship (6 marks)

Section B : Answer three questions

Question 2 (10 marks)

You have been hired as a communication officer for a nationwide government public health programme whose target is to curb substance abuse among teenagers. Before creating the communication strategy, your team decides to conduct an initial survey in several high schools and communities.

- i. Identify four critical groups of stakeholders and their roles in this survey (4 marks).
- ii. Explain three reasons why this assessment is a critical phase in your communication strategy design (6 marks)

Question 3 (10 marks)

You are a communication strategist in an organization that works to promote positive lifestyle in old age. Using your understanding of the principles of communication learnt in this course, explain **five** key principles you would adopt in your campaigns. Support your answer with specific examples (10 marks)

Question 4 (10 marks)

- i. Explain the purpose of monitoring in a communication strategy (2 mks).
- ii. Analyze four key metrics you would adopt in evaluating communication strategy based on Daniel Stufflebeam CIPP Evaluation Model (8mks)

Question 5 (10 marks)

The digital revolution has affected the way organizations are executing their communication strategies. Discuss the statement based on the following factors:

- i. Digital convergence (4 marks)
- ii. Changing audience (3 marks)
- iii. Privacy and Data Protection (3 marks)