



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL ISSUES

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

SEPTEMBER-DECEMBER 2019

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: COM405

COURSE TITLE: AUDIENCE ANALYSIS

EXAM DATE: THURSDAY 5TH DECEMBER 2019

DURATION: 2 HOURS

TIME: 9:00AM-11:00AM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This exam script consists of **Six (6)** questions.
- Answer **questions ONE** and **Any other THREE (3)** questions
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE: (COMPULSORY)

- a) Highlight **FIVE** ways in which the audience analysis unit has been relevant to you as a learner this semester. **(5mks)**
- b) Outline **FIVE** ethical issues to consider while conducting audience analysis. **(5mks)**
- c) Explain **FIVE** media-centered goals in audience analysis. **(10mks)**
- d) Describe **FIVE** sources of data for audience analysis purposes. **(10mks)**

QUESTION TWO (10 marks)

Assess **FIVE** ways of conducting audience analysis research. **(10mks)**

QUESTION THREE (10 marks)

*Describe **FIVE** types of audiences that can be found during audience analysis.*

(10mks)

QUESTION FOUR (10 marks)

Analyze **FIVE** steps involved by audiences while consuming media contents.

(10mks)

QUESTION FIVE (10 marks)

Discuss **FIVE** key emerging issues you can identify in audience analysis.

(10mks)

QUESTION SIX

Evaluate **FIVE** ways in which audiences choose a media platform.

(10mks)