



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

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

JANUARY- APRIL 2023 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES, AND LINGUISTICS

COURSE CODE: COM 404

COURSE TITLE: PRINCIPLES OF COMMUNICATION STRATEGIES

INSTRUCTIONS

Read the instructions and questions carefully before you write the answers.

Section A is Compulsory. Attempt **any three** questions from Section B.

SECTION A

QUESTION 1(Compulsory)

- i) You have received a memo from the Senior Communication Strategist inviting you to a session whose subject is 'Planning Meeting'. Discuss any **two** types of planning you may anticipate in this meeting (4mks)
- ii) In relation to the purpose of planning in communication strategy, propose any **three** agenda for the above meeting. Justify your answers (6mks)

SECTION B

Attempt three Questions from this section

QUESTION 2

- a) Strategic communication is not simply "another tool in the leader's toolbox," but must guide all organizational functions. Qualify this statement in relation to any **three** principles of communication strategy (6mks)

- b) Evaluate **four** metrics of measuring a communication strategy (4mks)

QUESTION 3

- a) You are the Head of communications in your firm. Your company is planning to issue some critical information that will have a considerable effect on key internal and external stakeholders of the organization. With reference to Joseph DeVito (2009), justify any **three** methods you would employ in communicating the message (6mks)

- c) Determine whether the case in 2(a) needs a proactive or a reactive communication approach. Give **two** reasons for your answer (4mks)

QUESTION 4

Your firm deals with imported household goods where customers submit full payments before receiving their products. Recently the company failed to deliver the goods due to some logistical hitches that have hit the company for more than five months. The company is not able to refund the customers because the money was already spent on paying for the stock. This has provoked outrage among the clients and is threatening your enterprise. The management, therefore, needs a risk management program that is complete and proactive toward the risk.

- a) Using the Peter Sandman risk communication index, describe **four** ways in which you would analyze the situation to determine the appropriate response (4mks)

- b) Demonstrate **three** steps you will observe when creating the risk communication messages for the scenario in 3(a) above (6mks)

QUESTION 5

The position of communication executive has fallen vacant in your organization. Draft an advertisement for this post, clearly outlining the following aspects:

- i) **Five** elements in the job description (5mks)

- ii) **Five** elements in the person specifications (5mks)