



PAN AFRICA CHRISTIAN UNIVERSITY

DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS

END OF SEMESTER EXAMS

COURSE CODE: COM 405: COURSE UNIT: Audience Analysis

INSTRUCTIONS

SECTION A CONTAINS 20MKS (compulsory)

SECTION B CONTAINS 20MKS (attempt any two)

TOTAL EXAM CONTAINS 40 MARKS

SECTION A (COMPLUSORY)

Question one

*a) Show **FIVE** ways in which the audience analysis course is relevant to you as a learner.*

(10mks)

*b) Justify **THREE** reasons you would use to convince an organization to conduct audience analysis in Kenya.*

(10mks)

SECTION B

Question two

Critique the challenges organizations encounter in the audience analysis process.

(10mks)

Question three

*Discuss **FIVE** ethical concerns that communication persons must observe when conducting audience analysis.*

(10mks)

Question four

Media consumption is a process. Illustrate the steps involved in audiences' consumption of adverts.

(10mks)