



Pan Africa
Christian University

CAMPUS: ROYSAMBU BLENDED

SEMESTER: SEPTEMBER – DECEMBER 2025

COURSE TITLE: AUDIENCE ANALYSIS (ONLINE)

COURSE CODE: COM405

INSTRUCTIONS: SECTION A IS **COMPULSORY**. ANSWER ANY **THREE** QUESTIONS FROM SECTION B.

SECTION A

QUESTION ONE – COMPULSORY

You have recently been hired as a social media strategist by a leading manufacturing company in Kenya.

- a. Differentiate between TWO typologies of audience you will be interacting with.
(4marks)
- b. Propose to them THREE values transformer archetypes that would be helpful in delivering an effective message.
(6marks)

SECTION B – ANSWER ANY THREE QUESTIONS

QUESTION TWO

As the executive manager of Hope TV, assess any FIVE demographic factors that affects audience segmentation in the TV channel. (10marks)

QUESTION THREE

Virginia Nightingale extends the audience-commodity debate into the digital and interactive media context. Discuss FOUR key areas of the above assertion in reference to social media. (10marks)

QUESTION FOUR

Giving valid examples, evaluate FIVE ways how the internet has impacted on audience composition in Kenyan media industry. (10marks)

QUESTION FIVE

Using real-time examples, analyze the application of the below theories in audience analysis

- a. Uses and gratification (5marks)
- b. Expectancy-value model (5marks)