



COM 404: PRINCIPLES OF COMMUNICATION STRATEGIES

END OF SEPTEMBER-DECEMBER 2024 TRIMESTER EXAM

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

Instructor: George Onginjo

SECTION A: COMPULSORY

1. Discuss the essential components of a communication strategy, emphasizing the planning phase. In your response, define the importance of setting clear communication goals and objectives. Provide examples of how specific goals can influence the overall effectiveness of an organizational communication strategy, and analyze the potential challenges that may arise in aligning these goals with the organization's mission and values (10mks)

SECTION B: ANSWER ANY THREE QUESTIONS

2. You have received a memo from the Senior Communication Strategist inviting you to a session whose subject is 'Planning Meeting'.
 - a) Discuss any **TWO** types of planning you may anticipate in this meeting (4mks)
 - b) In relation to the purpose of planning in communication strategy, propose any **THREE** agenda for the above meeting. Justify your answers (6mks)
3. 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)
4. a) Describe **FIVE** types of communication strategies, providing a brief explanation of each and an example of how it can be applied in a real-world situation. (5mks)



- b) Identify **FIVE** ethical issues that can be arise in the principles of communication strategies. (5mks)
5. PAC University has contracted you to carry out a training to its management on strategic communication. As part of the training, you are required to train them on the use of media tools and techniques. Examine **FIVE** media tools and techniques you would train them on their use. (10 marks)