



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

COURSE CODE: COM 402 – ROYSAMBU DAY

COURSE TITLE: CAMPAIGN DEVELOPMENT AND MANAGEMENT

EXAM DATE: WEDNESDAY 30TH MARCH 2016

TIME: 9.00AM -12.00 NOON

INSTRUCTIONS:

Instructions: Answer Question One from **Section A** and Four Questions from **Section B**

SECTION A

1. Terrorist groups have been recruiting the youth in your country. They have been taking advantage of the fact that most of the youth are unemployed and come from communities that are marginalized. As a communication campaign expert, you are requested to develop a campaign to stop youth from being radicalized.
 - a) Identify the primary audience for your communication campaign. (1 mark)
 - b) Describe two likely characteristics of your primary audience. (4 marks)
 - c) Discuss two possible barriers to behaviour change. (4 marks)
 - d) With appropriate illustration, identify two key influencers in your communication campaign. (4 marks)
 - e) Identify three potential communication resources you will need. (3 marks)
 - f) State two behaviour change objectives your campaign will have. (2 marks)
 - g) Identify the key fact that, if addressed, will lead to the desired behaviour change. (1 mark)
 - h) Identify the promise to the audience that will motivate it to adopt the desired behaviour. (1 mark)

SECTION B

2.
 - a) Discuss five characteristics of strategic communication. (10 marks)
 - b) Clearly explain what it means to do a SWOT analysis before you start your communication campaign. (10 marks)
3.
 - a) Explain the steps involved in audience segmentation in a communication campaign. (12 marks)
 - b) Describe four factors that determine choice of media in a communication campaign. (8 marks)
4. You have been asked to carry out a health communication campaign on polio in a given community.
 - a) Explain what information you will look for while identifying and understanding the problem. (8 marks)
 - b) Describe how you will develop your message using the Health Belief Model. (12 marks)
5.
 - a) Describe any five tools of strategic communication. (10 marks)
 - c) Explain two appropriate uses of any five tools of strategic communication. (10 marks)
6.
 - a) In any communication campaign, you will need partners. Describe five areas in which you need potential collaborating partners. (10 marks)
 - b) Give four reasons why you need to evaluate a communication campaign. (4 marks)
 - c) Discuss the kinds of monitoring that should occur in communication campaigns. (6 marks)