

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR MASTER OF JOURNALISM AND COMMUNICATION MEDIA

MJAC 833: COMMUNICATION AND ADVOCACY

STREAMS: SCHOOL BASED

TIME: 3 HOURS

DAY/DATE: TUESDAY 13 /07/ 2021

8.30 AM – 10.30 AM

INSTRUCTIONS:

- Answer any Three questions
- All questions carry 20 Marks each
- Do not write anything on the question paper

1. Discuss the role of the following concepts in campaigns; [20 Marks]
 - a) Mass media
 - b) Advocacy
 2. Discuss the distinctive advantage of integrated marketing campaign vis-à-vis singular campaigns. [20 Marks]
 3. By use of a hypothetical advocacy campaign discuss how any one of the theories of behavior change can enhance its success. [20 Marks]
 4. BBI was faulted by the High Court for lack of effective civic education. As a communication consultant, propose a practical approach towards a nation-wide effective civic campaign for the same. [20 Marks]
 5. Identify a marketing campaign of choice from the Kenyan marketing scene and discuss key tenets of its planning process. [20 Marks]
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