



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

Bachelor of Arts in Communication

END OF SEMESTER EXAMINATION

BAC 4202: STRATEGIC COMMUNICATION

Date: Thursday, 19th March, 2020

Time: 15:30 -17:30

Instructions

- 1) Question ONE is Compulsory**
- 2) Answer two other questions.**

QUESTION ONE

Soft drinks and juice markets in Kenya is quite competitive with a wide range of products and depressed pricing. Libro Juices has launched new product of pure guava juice without any additives targeting health conscious adults, mostly working class and university students.

In the recent past there have been complaints from the national standards body over deceptive advertisements in the juice industry and has vowed to take action on violations.

The national consumer association is also in the process of establishing a national complaint system to handle any consumer complaints on substandard products.

As part of its expansion plans, Libro has also initiated a graduate trainee programme to attract and retain young employees to address an emerging market among youths; and hopes to attract young, intelligent and aggressive graduates.

Questions:

1. You have been asked to prepare a communication strategy for the launch and promotion of this new product. Describe how you will handle the analysis of the situation in this case (**9 marks**)
2. Explain three areas you expect a communication policy for this company to address (**6 marks**)
3. Describe **three** integrated marketing communication techniques that can be used in your communication strategy (**9 marks**)
4. Discuss three shortcomings that may arise from engaging in unplanned communication programmes (**6 marks**)

QUESTION TWO

Analyse the role of stakeholder analysis and stakeholder mapping in strategic communication (**10 marks**)

QUESTION THREE

Evaluate the relevance of Maslow's hierarchy of needs theory and Uses and gratification theory in strategic communication planning. (**10 marks**)

QUESTION FOUR

Discuss best practices in global communication planning (**10 marks**)

QUESTION FIVE

Explain the following concepts in strategic communication: (**10 marks**)

- i. Strategy
- ii. Tactics
- iii. Image
- iv. Reputation
- v. Branding