



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 2101: PERSUASIVE COMMUNICATION

Date: Tuesday 22nd October 2019

Time: 10:30 – 12:30

Instructions

1. This examination consists of **four** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

QUESTION ONE (30 marks)

1. What is the relationship between persuasion and communication? (2 marks)
2. Discuss any two models or theories and demonstrate their value in persuasion. (8 marks)
3. The book by Robert Cialdini was the guiding text to persuasive communication this semester. Isolate two chapters and:
 - a. Mention them (2 marks)
 - b. Discuss their gist (6 marks)
 - c. Discuss at least 2 illustrations offered to support any two tactics (4 marks)
 - d. Offer a critic for a tactic in each chapter (2 marks)
4. What are the ethical concerns of persuasion? (6 marks)

QUESTION TWO (15 marks)

“The receptivity of the masses is very limited, their intelligence is small, but their power of forgetting is enormous. In consequence of these facts, all effective propaganda must be limited to very few points and must harp on these in slogans until the last member of the public understands what you want him to understand by your slogan.” — Adolf Hitler

Based on the above statement, offer any five arguments on propaganda.

QUESTION THREE (15 marks)

You are working in an organisation that combines the marketing and PR offices, and therefore, roles. A new product has just been launched. How would you employ at least 5 of the Ps of Marketing, as presented by the Semester's guest lecturer? For each that you discuss, add your unique communication angle to it.

QUESTION FOUR (15 marks)

- a. Why is Corporate Social Responsibility a concern of PR? (3 marks)
- b. You are an in intern in a PR agency. One of your clients, a local bank, has asked that you work on publicising a corporate Social Responsibility event they have, in order to target two key audiences. Suggest a venture, and based on it, discuss specific tactics for use in order to make the CSR venture a successful persuasion effort. (12 marks)