



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**

**BACHELOR OF ARTS IN COMMUNICATION  
END OF SEMESTER EXAMINATION**

**BAC 2104: TRENDS IN DIGITAL COMMUNICATION**

**Date: 23<sup>rd</sup> October 2024**

**Time: 13:00-15:00**

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**Instructions**

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

**(30 marks)**

- i. With an appropriate example in each case, describe the meaning of the following terms and expressions as used in digital communication. 15 marks
  - a. Bounce rate
  - b. Conversation rae
  - c. CPC
  - d. Share of voice
  - e. Internet minute

(ii) While AI is revolutionizing many aspects of public relations, certain tasks inherently require human beings. Explain three tasks that are not likely to be replaced by AI in the field of PR.

**(6 marks)**

(iii) Demonstrate how you will use one of the AI platforms you have learnt in class this semester in your PR work. (3 marks)

(iv) The ever-evolving world of digital communication requires communication practitioners to be mindful of the rights of others. Explain three ethical considerations you will observe before posting work-related content on online platforms. (6 marks)

**Question 2 (15 marks)**

Describe five types of risks or challenges for PR when a company has an active social media presence.

**Question 3 (15 marks)**

From the Google News Initiative class, describe five tools available on Google platforms that you can use for different purposes in your PR and communication activities.

**Question 4 (15 marks)**

Traditional and digital media are worlds apart. By examining five characteristics of traditional media, demonstrate the affordances brought about by new media in digital communication.